



**Ocean Beach Main Street Association Agenda
Board of Directors Meeting
May 10, 2012
Noon at OBMA Office**

1. Introductions Info
2. Public Comment (2 min) Info
3. Additions to Agenda (2min) Info
4. Reports from Representatives: (5min) Info
5. OBMA Events & Programs (10 min) Info
 - A. OB Farmers Market -20th Birthday on May 16th - plans
 - B. OB Beach Ball – May 16th – May 20th with big event on May 19th -
Thursday is donation day for Pt Loma Cluster Schools 20% from Ferris Wheel
 - C. Street Fair & Chili Cook-Off Festival June 23rd, 2012 – meeting update
 - D. OB Fireworks - fundraising really needed
 - E. OB Music & Art Festival cancelled unless something else comes along **Action Item**
 - F. Sundowners –booked through 2012
Next one is July 26th at Raglan
 - G. OB Revitalization Project – nothing new
 - H. Business Development Series - Finance Seminar that was scheduled for
May 15th has been cancelled and will be rescheduled as soon as possible.
6. Committee Reports: (25 min)
 - A. .ORGANIZATION:
 - a) *Approve Minutes from April 12, 2012 board meeting* **Action Item**
 - b) *Financials reports for March 2012 – **see attachments*** **Action Item**
 - c) Insurance – our Liability Ins Expires on May 16th – waiting for prices
 - d) Board election process and info
 - e) BID Council Updates info
 - Business Tax Certificate consolidated permits will go live online 2013
 - May 15th BID contracts at City Council for approval
 - Econ Report by the BID Council
 - BID Council is supporting AB1186 the ADA Fix it Law
 - OB as one of test communities for Bicycle Friendly program through BIDC
 - MAD Subcommittee Updates - Back to the drawing board on the MAD reimbursement plan
 - f) Reminder: OBMA Budget - for 2012-13 – committee chairs please put together your want list for budgetary needs. Denny will be working on the budget from May 15th through August 1st.
 - g) OB Elementary School end of the year Open House & Art Show on Thursday May 24th from 5:30pm to 7:30pm. Donna Lamb would like the OBMA (a few members of the board to their event. The theme is Inspire, Create & Dream. Who would like to go and represent us? _____
 - h) OBMA received their certification from CAMSA – California Main Street Alliance as well as our accreditation from the National Trust Main Street Center
 - i) San Diego Clean Beach Coalition – has asked for our support **Action Item** as a cash sponsor (from \$500 to \$10,000).

- B. ER COMMITTEE: Gary Gilmore
- a) BDS (Business Development Series) Info
 - b) MAD Annual meeting report
 - c) CRIME PREVENTION SUBCOMMITTEE Update **Action Item**
 - o Respect OB
 - o Next Crime Prevention meeting - topics
- C. PROMOTION: Info
- a) 125th Anniversary logo products - report on how things are going
 - b) New Camera on hotel – possible in the next few months.
 - c) Website – making it I-phone compatible. Great stats showing the growing viewership of the website especially as we improve it. Suggestions that we put QRcode on our brochures.
 - d) Farmers Market – 20th Birthday party and complaint from merchant..
 - e) Pacific Magazine agreement with OBMA for multiple businesses to advertise on a page devoted to OB – was unable to sell out May, so maybe June.
 - f) Beacon edition to commemorate 125th Anniversary – moved to Aug 23rd issue
 - g) Mark Clifton from OB Martial Arts would like us to be part of a special 5K that they are planning tentatively for August 4th. Norma Slaman suggested they approach us. Unless there are objections, we would like to look into it. Any objections?
- Ran out of time to finish the meeting due to disruption.*
- D. OBREL: Dave Martin - discussion about OBREL and how to sustain the group Info
- E. DESIGN: Info
- a) Focus on improving waterfront area & raising funds – Brennan Hubbell and Steve Lombardi
 - a) 125th Anniversary banners – Look fabulous
 - b) MAD landscaping – John Noble began the process of trimming the bushes up from the bottom and making the bushes look neater. Didn't work so well. We're making another plan. Also, large rocks will be put in place of missing plants by the sculptures.

Other Announcements:

New Members:

- Report from Ron Lacey, Office of the Mayor (5 minutes) - rlacey@sandiego.gov
- Report from Michael Patton, Councilman Kevin Faulconer MPatton@sandiego.gov
- Report from Portland Bates, Ron Roberts, County Supervisor Portland.Bates@sdcounty.ca.gov
- Report from Andrew Kennerly, State Senator Chris Kehoe's Office – Andrew.Kennerly@sen.ca.gov
- Report from Dave Whitfield, SDPD – Community Service Officer – dwhitfield@sandiego.pd.gov