



**Ocean Beach Main Street Association Agenda  
Board of Directors Meeting  
June 12, 2012  
Noon at OBMA Office**

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|---|--------------------|
| 1. <u>Introductions</u>   | Info               |
| 2. <u>Public Comment</u> (2 min)  | Info               |
| 3. <u>Additions to Agenda</u> (2min)<br>Laura Hendrickson from SD BIG and Lisa Hollister will make a presentation   | Info<br>3 min      |
| 4. <u>Reports from Representatives:</u> (5min)  | Info               |
| 5. <u>OBMA Events &amp; Programs</u> (10 min)   | Info               |
| A. OB Farmers Market -20 <sup>th</sup> Birthday on May 16 <sup>th</sup> – was very well received  |                    |
| B. OB Beach Ball – May 16 <sup>th</sup> – May 20 <sup>th</sup> – the weather was pretty bad for much of it.<br>Thursday is donation day for Pt Loma Cluster Schools 20% from Ferris Wheel provided funds for them.  |                    |
| C. Street Fair & Chili Cook-Off Festival June 23 <sup>rd</sup> , 2012 – meeting update  |                    |
| D. OB Fireworks - fundraising is still needed. Lots of folks think the fireworks are cancelled because of the lawsuits against La Jolla and the City.   |                    |
| E. OB Music & Art Festival is definitely cancelled due to lack of funding.  |                    |
| F. Sundowners –booked through 2012 <b>Next one is July 26<sup>th</sup> at Raglan</b>  |                    |
| G. OB Revitalization Project – nothing new  |                    |
| H. Business Development Series - July 10 <sup>th</sup> is the next one. We're putting together a program about storefront improvements.   |                    |
| 6. <u>Committee Reports:</u> (25 min)   |                    |
| A. <u>.ORGANIZATION:</u>  |                    |
| a) <i>Approve Minutes from May 8, 2012 board meeting</i>  | <b>Action Item</b> |
| b) <i>Financials reports for April 2012 – see attachments</i>   | <b>Action Item</b> |
| c) Insurance – renewed on the 15 <sup>th</sup> . Price is pretty much the same as last year \$7585.78.  | Info               |
| d) Board election – we have received one “Intent to Run” from Ron Marcotte who is with Sign Diego. The Deadline is June 15 <sup>th</sup> .<br>Ballots will go out with the July Newsletter and for those who receive it digitally, we will mail them a ballot on or before July 1 <sup>st</sup> . | Info               |
| e) BID Council Updates  | Info               |
| Business Tax Certificate consolidated permits will go live online 2013  |                    |
| • May 15 <sup>th</sup> BID contracts were approved at council.  |                    |
| • BID Council is supporting AB1186 the ADA Fix it Law   |                    |
| • OB as one of test communities for Bicycle Friendly program through BIDC - no news on it yet.  |                    |
| • 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 15 <sup>th</sup> through August 1 <sup>st</sup> .  |                    |
| g) OB Elementary School end of the year Open House & Art Show on Thursday May 24 <sup>th</sup> – Gary Gilmore’s mom took ill and he could not attend.   |                    |

- B. ER COMMITTEE: Gary Gilmore
- a) BDS (Business Development Series) Info
  - b) MAD issues – a merchant cut down bushes in planters Info
  - c) CRIME PREVENTION SUBCOMMITTEE Update Info
    - o Respect OB
    - o Next Crime Prevention meeting – August 21, 2012. Dark in July
- C. PROMOTION: Info
- a) Antengo.com will be our event mobile events guide
  - b) New Theater at Electric Ladyland – movie screenings, plays, music etc.
  - c) Street Fair Sponsors – include Yasso, Naked Juice, SD Bike Coalition, VAVI, CW6, KPRI, KYXY, Energy plus others still pending. Beacon will be publishing an issue for the Street Fair.
  - d) Website- josh talked about impressive statistics from our website. Coupon changes coming.
  - d) QR codes will be put on our walking brochures from now on.
  - e) Brown Marketing is looking at door-hangers as an option for co-op advertising
  - f) New Camera on hotel – still working on it.
  - g) Beacon edition to commemorate 125<sup>th</sup> Anniversary – moved to Aug 23rd issue
- D. OBREL: Dave Martin – meeting with committee members – report Info
- E. DESIGN: Info
- a) Focus on improving waterfront area & raising funds – Brennan Hubbell made A very interesting presentation about the stairs to the pier
  - b) MAD landscaping –we’re going to call Park & Rec about maintenance of the pier parking lot. John said he could do it for \$100 per month but We don’t have any funding for it.
  - c) OBCDC received an award for the Entryway Project, SD Chapter of the Planning Association.
  - d) Entry sign. The three groups (OBMA, OBTC & OBCDC) want to put out a call to artists to design the new entry sign to OB with the Design Committee acting as the collection point and the OBTC running the project. Deadline would be July 31<sup>st</sup>. Is the board in agreement with this arrangement? **Action Item**
  - e) No meeting in July.

Other Announcements:

**New Members: see newsletter**

- Report from Ron Lacey, Office of the Mayor (5 minutes) - [rlacey@sanidiego.gov](mailto:rlacey@sanidiego.gov)
- Report from Michael Patton, Councilman Kevin Faulconer [MPatton@sanidiego.gov](mailto:MPatton@sanidiego.gov)
- Report from Portland Bates, Ron Roberts, County Supervisor [Portland.Bates@sdcounty.ca.gov](mailto:Portland.Bates@sdcounty.ca.gov)
- Report from Andrew Kennerly, State Senator Chris Kehoe’s Office – [Andrew.Kennerly@sen.ca.gov](mailto:Andrew.Kennerly@sen.ca.gov)
- Report from Gibran Maciel, Assemblywoman Toni Atkins - [Gibran.maciel@asm.ca.gov](mailto:Gibran.maciel@asm.ca.gov)
- Report from Dave Whitfield, SDPD – Community Service Officer – [dwhitfield@sanidiego.pd.gov](mailto:dwhitfield@sanidiego.pd.gov)