



**Ocean Beach Main Street Association Agenda
Board of Directors Meeting
August 9, 2012
Noon at OBMA Office**

1. Introductions Info
2. Public Comment Info
 - Announcement** – the Pancake Breakfast on the Pier has been changed to Saturday September 15th from 7:30am to 12noon. \$10 per adult and \$5 for children.
3. Additions to Agenda (2min) Info
4. Reports from Representatives: (5min) Info
5. OBMA Events & Programs (10 min) Info
 - A. **OB Farmers Market** -
 - B. **Sundowners** –**Aug 23** at Pizza Port hosted by Liz Rincon, Realtor from 5:30pm to 7:30pm. Please, all board members should be in attendance.
 - C. **Business Development Series** will be **Tues. Sept 11** from 7:30am to 10am at
 - D. **OB Oktoberfest** – **Fri Oct. 12 and Sat Oct 13th**.
 - E. **Annual OBMA Awards Celebration, Thurs. Oct. 25th** – we need to find a sponsor or group of sponsors for a total of \$1500 for the cost of putting on the dinner.
6. Committee Reports: (25 min)
 - A. ORGANIZATION:
 1. **Approve Minutes from July 2012 board meeting?** Action Item
 2. **Approve Financials reports for June 8, 2012 see attachments?** Action Item
 3. **Budget for 2012-12 – approve budget for this year?** Action Item
 4. Nominated for Executive Committee Positions –President Barbara Iacometti, 1st VP Julie Klein, 2nd VP Mike Akey, Treasurer Mike Stifano, and Secretary Yvonne Cruz. The Board selects the Executive Committee Positions each year. **Will the board approve the slate of officers to serve for the next year?** Action Item
 5. National MainStreet Network – Doug Loescher who is the Director of the National Trust Main Street Center has resigned to go into private practice. Info
 6. BID Council Updates Info
 - a. **Bicycle Friendly Program Grant**
 - b. **MAD Subcommittee Updates** - The subcommittee met to discuss the MAD reimbursement plan and came up with a new plan.
 - c. Last **BIDC meeting** at Nick's – for all BID board members to attend. We had lots of attendees. Very informative.
 - d. As you all know, **Brown Marketing** was nominated as BID Business of the Year by the OBMA board of Directors last month.
 - B. ER COMMITTEE: Gary Gilmore (August meeting will be dark) Info
 1. **BDS** (Business Development Series) – was cancelled for July 10th
 2. **MAD** –going out to bid on MAD subcontracts for trash, Street cleaning, gardening, etc. this month.
 3. **OBMA Awards Celebration**, Thursday Oct. 25th – Alicia, Gary, & Mary met with a representative from each of the other committees to work on the particulars of the event. First meeting was Wednesday, July 18th at noon for one hour.
 4. CRIME PREVENTION SUBCOMMITTEE Info

Next Crime Prevention meeting – August 21, 2012 at OBMA office

C. PROMOTION:

Info

1. FY12-13 budget –reduce some of our print advertising and want to include funds to pay for marketing plans.
2. Website- increase in mobile use statistics over the last year.
3. Marketing – 2012-13 we are working on a plan to promote the local businesses more heavily since we will have at least one less event.
4. New Camera on hotel – has been installed.
5. Beacon edition to commemorate 125th Anniversary –Sept 20 issue – real push to get advertising to support this special edition.
6. 125th Anniversary Merchandise – still selling well! We're still looking at purchasing some sort of ornament commemorating the 125th anniversary.
7. San Diegan – Ashley designed leaderboard ads for sandiegan.com
8. Start the 2013-14 OB Local Business Directory late September, print date of January-Feb 2013. Talking about a perforated flap with the coupons on it for those pages. Suggestion was to put a form on the back of coupon ads for free drawings. So, when people bring in the coupon, they also get to be entered in a drawing.

- D. OBREL: Dave Martin – the next meeting is August 10th at 9am at Kecho's Café to discuss possible Restaurant Week and long term plans for OBREL.

Info

E. DESIGN: Mike Akey

Info

1. Focus will be improving waterfront area & raising funds. Jim Hubbell attended. Steve Lombardi explained how public projects work and what steps the community would need to go to. Need City involvement and interest in helping us. We talked about KickStarter which is the website that raises funds for projects. Scott Lewis will come and speak to us about it.
2. Entryway Sign – we had many submissions. Ultimately, OBTC will host a public meeting to review the sign submissions and see if there is consensus about the next step.
3. MAD – May need to replace the cribs around the palm trees fairly soon. Coastal Sage will be cutting back the bushes and shaping them a little more.
4. Trees to replace the palms that were cut down on Bacon St. We're going to invite the City Arborist to help us choose available trees.
5. Street Fair Murals – the historical was installed on the Bacon street side of Newport Farms. The sunset one will be installed on Ocean Villa Inn on the wall facing the entrance to Dog Beach.
6. Holiday Décor – no news
7. Bicycle Friendly Community – waiting for our bike to be delivered. We're going to ask Steve Mallory about putting a 30' bike rack along his property on Cable. Committee also wants more bike parking near the beach.
8. Tile Project – next phase
9. PLHS Scholarships – recycle phones, print cartridges and so on in the office.

Other Announcements:

- **Laila Iskandar** is our Small Business Liaison at the City for the permit/building department at 619-446-5297 liskandar@sanidiego.gov
You also can contact **Lisa Gordon**, general small business liaison at the City (for non-building permit issues) at lgordon@sanidiego.gov

New Members: see newsletter

- Report from Ron Lacey, Office of the Mayor (5 minutes) - rlacey@sanidiego.gov
- Report from Michael Patton, Councilman Kevin Faulconer MPatton@sanidiego.gov
- Report from _____, Ron Roberts, County Supervisor
- Report from Andrew Kennerly, State Senator Chris Kehoe's Office – Andrew.Kennerly@sen.ca.gov
- Report from Gibran Maciel, Assemblywoman Toni Atkins - Gibran.maciel@asm.ca.gov
- Report from Dave Surwilo, SDPD – Community Service Officer – dsurwilo@sanidiego.pd.gov