



**Ocean Beach Main Street Association
Board of Directors Meeting
September 13, 2012
Noon at OBMA Office**

AGENDA

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
 1. **OB Farmers Market** - Special Events office called and gave us one week to get the new Farmers Market permit completed and back to the City however Diem Do was out of town and the board has not discussed any changes they might want starting in January 2013.

Sundowner – OB Business Center & Lazy Hummingbird on Thursday **September 27** from 5:30pm to 7:30pm. Please, all board members should be in attendance.
 2. **Business Development Series** – recap of Tuesday's event
 3. **OB Oktoberfest** – Fri Oct. 12 and Sat Oct 13th. We're almost sold out of booth space
 4. **Annual OBMA Awards Celebration, Thurs. Oct. 25th** – we have Union Bank, main sponsor and Brown Marketing Strategies as our secondary sponsor, also 7 businesses are sponsoring the tables at \$100 each. Ron Roberts will be in Wash DC during our event unfortunately.
 - a. Please review the list of award nominees. **Approve list of nominees? Action Item**
6. Committee Reports: (25)
 1. **Approve Minutes from August 2012 board meeting?** Action Item
 2. **Approve Financials reports for July 2012 see attachments?** Action Item
 3. BID Council Updates Info
 - a. **Bicycle Friendly Program Grant** – we have a bicycle and San Diego has the largest Bike Friendly program in North America.
 - b. **MAD Subcommittee Updates** - we haven't met yet this month
 - c. No BIDC meeting in August
- B. ER COMMITTEE: Gary Gilmore Info
 1. **BDS** (Business Development Series) –
 2. **MAD** –RFPs for the maintenance of Newport Ave. are available now. The deadline to receive completed RFPs is Sept. 26th. The new contracts will begin Nov. 1st.
 3. **OB Restaurant Walk** update - Tickets will be \$20. This committee will be contacting the restaurants to get them to sign up for the event.
 4. **OBMA Awards Celebration**, Thursday Oct. 25th – Alicia, Gary, & Mary will continue to work on the event. Representative from each of the other committees are welcome to join the planning subcommittee to iron out the particulars of the event.

5. **Crime Prevention Subcommittee - Does the Board support making the Crime Prevention Subcommittee a separate OBMA Committee and not under the ER Committee?** **Action Item**

C. PROMOTION:

Info

1. 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.
2. Website
3. New Camera on hotel – has been installed and will be live as soon as the roof of the hotel is completed. We were not charged at the new rate while the camera was working and then wasn't working.
4. Beacon edition to commemorate 125th Anniversary –Sept 20 issue – This should be a wonderful special edition about the history of OB.
5. 125th Anniversary Merchandise – still selling well! We're still looking at purchasing some sort of ornament commemorating the 125th anniversary. See pictures.
6. 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. Shannon will work with us on the merchant packet regarding the Directory and we may cross-sell the web ads at the same time.

D. OBREL: Dave Martin – Update on Restaurant WEEK Dec. 3 through 7th

Info

E. DESIGN: Mike Akey

Info

1. Entryway Sign –OBTC will host a public meeting to review the sign submissions and see if there is consensus about the next step.
2. MAD – May need to replace the cribs around the palm trees fairly soon. Coastal Sage will be severely cutting back the bushes so that his guys can get a handle on the task.
3. Trees to replace the palms that were cut down on Bacon St. – will have City arborist help us with this.
4. Street Fair Murals are up and look fabulous.
5. Holiday Décor – no news
6. Bicycle Friendly Community –The Bicycle Coalition will meet with Steve Mallory about putting a 30' bike rack along his property on Cable. Tiffany (BIDC) will talk with City Park & Rec department about putting a line of bike racks in the Lifeguard lot.
7. Tile Project – next phase
8. 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@sandiego.gov
You also can contact **Lisa Gordon**, general small business liaison at the City (for non-building permit issues) at lgordon@sandiego.gov

New Members: see newsletter

- 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 _____, Ron Roberts, County Supervisor
- Report from Katelyn Hailey, State Senator Chris Kehoe's Office – Katelyn.Hailey@sen.ca.gov
- Report from Gibran Maciel, Assemblywoman Toni Atkins - Gibran.maciel@asm.ca.gov
- Report from Dave Surwilo, SDPD – Community Service Officer – dsurwilo@sandiego.pd.gov