



OCEAN BEACH MAINSTREET ASSOCIATION

OBMA COMMITTEES

Committee participation is open to all OBMA members. To join, simply show up at the meeting. If you'd like to be reminded about upcoming meetings, contact the OBMA office: info@oceanbeachsandiego.com or 619-224-4906. All committee meetings except Public Safety and North OB are held at OBMA, 1868 Bacon St., #A.

ECONOMIC VITALITY COMMITTEE



Meets: noon, 2nd Wednesday of each month

Chair: Gary Gilmore, Gilmore Family Jewelers

Mission: To promote the best use of existing building, natural, and human resources to ensure the economic viability of Ocean Beach. This committee's focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment, and cost analysis studies.

- Projects:**
- Manage Public Right of Way (PROW) program
 - Work with City of San Diego to resolve issues with parking restrictions
 - Notify representatives about issues that have a negative effect on small businesses
 - Make recommendations to OBMA Board about issues pertaining to small business survival and growth

PUBLIC SAFETY COMMITTEE



Meets: 8:30 a.m., 3rd Tuesday of each month, locations vary (contact OBMA office for the next meeting location)

Co-chairs: Julie Klein, Julie Designs, and Mary Orem, Morland Properties

Mission: To educate merchants and promote a safe and clean environment throughout the Ocean Beach business districts.

- Projects:**
- OB Security Program
 - Provide a forum for merchants and community members to discuss issues related to crimes and the prevention of crimes in Ocean Beach
 - Coordinate with other local groups, including local law enforcement and OB community partner organizations, on crime and quality of life issues and campaigns
 - Educate members and community about reporting issues

DESIGN COMMITTEE



Meets: 8:30 a.m., 1st Tuesday of each month

Chair: Mike Akey, Pacific View Real Estate

Mission: To identify and develop programs needed for public improvements throughout the business community. To assist business and property owners with design education and technical assistance as requested.

- Projects:**
- OB Tile Project
 - Community Mural Project
 - Utility box painting program
 - Holiday decorations (bows, garlands)
 - Entryway/Newport Ave banners
 - Manage landscaping, street cleaning, trash, and other design elements of the Newport Avenue Maintenance Assessment District

PROMOTION COMMITTEE



Meets: 8:30 a.m., 1st Friday of each month

Chair: Tevia Oskin, Active Visitation

Mission: To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events and promoting the business districts.

- Projects:**
- Ocean Beach merchandise (t-shirts, tote bags, games)
 - Advertising and marketing, including arranging cooperative advertising opportunities
 - Promotional print pieces such as brochures, maps, and directories
 - Print and email newsletters
 - Public relations
 - OceanBeachSanDiego.com website and web ads
 - Maintain social media presence
 - OB Web Cam
 - Business Development Series workshops
 - Sundowners

FINANCE COMMITTEE



Meets: 8:30 a.m, the Wednesday before the Board of Directors meeting on the 2nd Thursday of each month

Chair: Mike Stifano, Winstons

Mission: To ensure financial viability for Ocean Beach MainStreet Association.

- Projects:**
- Review all OBMA financials each month prior to OBMA Board meeting
 - Provide guidance to the full Board for all financial & accounting goals
 - Participate and develop and maintain an adequate, fiscally sound budget
 - Review annual audit

NORTH OB COMMITTEE



Meets: 10:00 a.m., 2nd Tuesday of each month; location can vary (contact OBMA office to confirm meeting location)

Co-chairs: Cory Ransom, Ocean Villa Inn, and Matt Kalla, Matt Kalla Insurance Agency

Mission: To focus on the continued improvement of the North Ocean Beach corridor.

- Projects:**
- Beautification of North OB
 - Work with City of San Diego to repair/replace broken street lights on Voltaire Street
 - Work with OBMA Design Committee to add banners and/or other street design improvements on Voltaire Street
 - Promote Storefront Improvement Program in North OB
 - Explore other ways to improve the North OB corridor

For more information about any of the Ocean Beach MainStreet Association committees, please contact us at info@oceanbeachsandiego.com or 619-224-4906 or stop by the office at 1868 Bacon St., #A.