



OBMA Mission Statement: To promote and support local business and economic vitality in the Ocean Beach community.

BOARD OF DIRECTORS

Barbara Iacometti, President

Details SalonSpa - Executive Comm. Chair

Michael Akey, 1st Vice President

Pacific View Real Estate - Design Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor

Mike Stifano, Treasurer

Winstons - Finance Chair

Kyle Jaworski, Secretary

Raglan Public House

Gary Gilmore

Gilmore Family Jewelers - EV Chair

Dave Martin

Clever San Diego, Inc.

Craig Gerwig

CNS Investments, Inc.

Matt Kalla

Matt Kalla Insurance Agency -
North OB Co-Chair

Tevia Oskin

Active Visitation - Promotion Chair

Ron Marcotte

Sign Diego

Alicia Shapiro

Aliro Marketing

Beth Wright

OB Barbershop

STAFF

Denny Knox, Executive Director

Claudia Jack, Office Assistant

Tracy Wagner, Project Manager

FARMERS MARKET STAFF

David Klaman & Community Crops

Market Managers

Marna, Tony & Richee

APRIL MEETING SCHEDULE

April 1	Sun	Happy Easter all day!
April 2	Mon	6pm Street Fair Committee
April 3	Tue	8:30am Design Meeting
April 6	Fri	8:30am Promotion Meeting
April 11	Wed	8:30am Finance Meeting
April 11	Wed	Noon Economic Vitality Meeting
April 12	Thurs	Noon OBMA Board Meeting
April 12	Thurs	5:30pm North OB Meeting OB Woman's Club, 2160 Bacon St
April 17	Tue	8:30am Public Safety Meeting Pirates Cove Tiki Port, 2201 Cable St.
April 26	Thur	5:30-7:30pm OBMA Sundowner OB Woman's Club , 2160 Bacon St

Meetings at OBMA Office unless otherwise noted

Ocean Beach MainStreet Association

April 2018 Newsletter



Please join us at the next
OBMA Sundowner on
Thursday, April 26, 2018
from 5:30-7:30pm
hosted by the
OB Woman's Club
at 2160 Bacon St.



Food, drinks, & good company

Meet other local OB Business owners/managers for a
fun mixer and check out the newly renovated
OB Woman's Club

Be sure to bring your business card for the free drawing
and \$5 for the NEW 50/50 drawing.

Are you getting ready for the
OB Street Fair & Chili Cook-Off Festival?

Saturday, June 23, 2018

Merchandise Vendor applications available online

Chili Cook-off Contest applications online

Show our fair goers that your chili recipe is the best!

Restaurant & Amateur Divisions - win cash and prizes too!

OceanBeachSanDiego.com

WELCOME OUR NEW BOARD MEMBER

We are so happy to let you know that the OBMA Board of Directors unanimously voted to appoint **Beth Wright** to fill a vacant seat on the board. Beth's term will be until July 2019. Beth and her husband own OB Barber shop at 1917 Cable Street. Beth has served as an active member of the Economic Vitality committee for over a year and has participated in other volunteer efforts.

Welcome aboard!



We also want to thank **Isabel Clark** who has moved on to the next chapter in her life. We were sad to see her leave but we wish her the absolute best in her future endeavors!



OB GARDEN CAFE

The community of Ocean Beach has a new go-to spot for delicious organic vegan and vegetarian food and drink, the O.B. Garden Café. The café dining menu features locally and regionally sourced organic ingredients crafted into an amazing selection of fresh juices and smoothies, appetizers, soups and salads, sandwiches, entrees, desserts, coffees, teas, beer, wine and more!

Located two doors east of Ocean Beach People's Organic Food Market, the O.B. Garden Café is a fresh place with deep roots. The café is a project of People's Organic Food Market, which has been an icon of healthy organic food in San Diego for more than 45-years. Generations of families and individuals have relied on People's for high quality organic and natural products and the O.B. Garden Café continues that tradition in true O.B. style.



5 DOG-FRIENDLY CITIES IN SAN DIEGO COUNTY

According to San Diego Real Estate by Jill Robi on 3-9-2018, "When it comes to settling down and finding a home that's best for the family, the concerns of our four-legged furies are often among the most important." "San Diego has consistently made the top ten for most dog-friendly cities in America", wrote Robi. "According to SmartAsset, it ranked number four overall in both 2016 and 2017. The city ranks high due to its walkability, housing prices, many dog-friendly shopping centers, and over 200 restaurants with space for dogs. Though it lacks in dog parks, San Diego's got plenty of dog-friendly beaches to make up for it. But what about the rest of San Diego County? How do the cities surrounding the city measure up?" The article goes on to name Ocean Beach as one of the 5 dog-friendly cities in San Diego County. Of course, we already knew that!

YOU CAN SAY THAT AGAIN!

"No longer are there clear boundaries between brick and mortar establishments and e-commerce, between big boxes and mom & pops."

~Becky McCray, in The Future of Retail, State of Main 2018

Being part of National Main Street Center helps us keep up with the trends on main streets throughout the country. The above statement by Becky McCray really speaks to what all of our businesses are facing. It's a brave new world for small and large businesses and it is changing at a rapid speed. We can't urge small business owners enough to read as much as you can about the changing landscape for retail and service companies. OBMA staff and board members will do their best to post informative articles on our website at OceanBeachSanDiego.com and in our email blasts.

OBCDC FUNDRAISER FOR VETERAN'S PLAZA

AT HESS BREWING ON APRIL 25, 2018

The OBCDC is having a fundraiser on Wednesday, April 25, 6-10pm at Hess Brewing Co., 4893 Voltaire St. There is no cover charge or fee to attend. Please drop by and support their efforts to raise the needed funds for construction of the new Veteran's Plaza.

A PLA PENINSULA COMMUNITY CONVERSATION

On Tuesday, April 17th at the UPSes Portuguese Hall from 5:30pm to 8:30pm, leaders from Peninsula, Ocean Beach and Midway planning boards, OB Town Council, OB MainStreet Association and the Point Loma Association will discuss things that affect all of us. Find out what each group does. Discover how they work together, sharing concerns, collaborating on solutions, learning from one another and speaking with a unified voice to advocate for our neighborhoods. Cash bar, free food, and a chance to greet friends and neighbors.



Community & Business News



Wow, what a turnout at the March OBMA



Sundowner at the ever fun and colorful salon, **The Electric Chair** at 4944 Newport Ave.

A huge thank you to Marcia and her crew at the salon for putting on a wonderful networking event. Others involved included **The Philosopher's Stone**, **Helm's Brewing**, **Newport Pizza**, **BBQ House**, **OB Playhouse**, **Beach Sweets**, **Newport Quik Stop**, and musician **Marauak**.

There were four gift baskets won during the evening along with a fishing trip.

OBMA had a successful \$5 - 50/50 Opportunity drawing for the first time. We'll definitely do it again!

Make sure you attend the next Sundowner!



Photos by Troy Orem Photography

A QUOTE TO REMEMBER!

March 15, 2018 as reported by Kinsee Morlan of the Voice of San Diego

"If the community is not succeeding and thriving, then there's no business to be had," Lai said. "You have a responsibility to the community that you're doing business in." (an interview with Elvin Lai is the CEO of Ocean Park Inn in Pacific Beach.)

CONGRATULATIONS TO TONI ATKINS

March 21, 2018 as reported by Voice of San Diego . . .

Toni Atkins of San Diego this week became the top Democratic leader in the state Senate, meaning two women from the San Diego region lead both parties in California's upper house.

Atkins, the first woman and first openly gay state lawmaker to lead the state Senate, was sworn in Wednesday as the new senate president pro tem at the Capitol.

To mark the historic significance of Atkins' new post, a group of female senators from both sides of the aisle, including California Senate Republican Leader Patricia Bates, escorted Atkins to the rostrum.

IT'S HAPPENING . . . OCEAN BEACH POST TOPS . . . We will have new LED lights soon! Below is the map showing where all the post tops will be installed. Our post tops are going to be off white instead of the black ones. We're really excited.

OB has waited a long time for our new lighting system. They should be installed by June 2018. OBMA's Design and Economic Vitality committees have worked to bring LED lighting to OB. There have been quite a few delays but at this point we strongly believe they will be installed in the next 8 weeks or so.



Community & Business News

WASTEFREESD

My name is Natalia, and I work with I Love A Clean San Diego (ILACSD). We are an environmental non-profit that works in many ways with our communities to conserve resources and our environment through education, example and local involvement.

One of the many services we provide is a free resource called wastefreesd.org. WasteFreeSD is a one stop website, database, and hotline for anyone in San Diego County, created to help divert items from landfills. This resource provides information on how and where to recycle, donate or dispose of items of all kinds, including those tricky recycling items that people often aren't sure how to handle. OB MainStreet is helping us get the word out. Here you go!

RECYCLE THESE ITEMS GO IN YOUR BLUE BIN

FLATTEN

Empty

Newly Redesigned Zero Waste Database

WasteFreeSD.org

For additional resources to reduce, reuse, repurpose, donate, recycle, and dispose of these items and more!

I Love a clean San Diego

OB SECURITY PROGRAM

Our very successful OB Security Program still needs your participation. If you haven't participated, please take the time to contribute to this worthwhile program. For more information and to make a contribution, please contact OBMA at 619-224-4906 or email Tracy at tracy@oceanbeachsandiego.com.

IS YOUR LETTER OF AUTHORIZATION UP TO DATE?

On another note, please make sure you have an LOA on file with SDPD for the calendar year 2018. This gives SDPD and our security the go ahead to remove people from your property when you are not in the area. Email Tracy about this very important document at tracy@oceanbeachsandiego.com

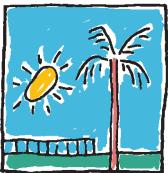
New Members & Member Changes

Mark Chrisman changed to **RWM Loans**
(previously CMG Financial)

All else remains the same including his email
Mark@markchrisman.com

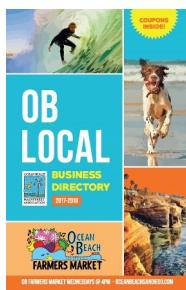
Autumn D. Moody has a new address
The Moody Firm, 4154 Voltaire St., San Diego, CA 92107
619-210-0880 x700





Ocean Beach MainStreet Association
PO Box 7990, San Diego, CA 92107
Office: 1868 Bacon Street Suite A
San Diego, CA 92107
www.OceanBeachSanDiego.com
email: info@OceanBeachSanDiego.com

Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program.



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Inserts: Water's Edge

POLICE AUTHORIZATION FORMS Annual Renewal—only once a year!

Attention LOCAL MERCHANTS

Be sure to fill out your Police Authorization form (letter of Agency), which you can access at <https://oceanbeachsandiego.com/mainstreet-association/publicsafety>. You are in Western Division. Follow the instructions. Please do it today! **Thanks.**

Download the Get-It-Done app from SanDiego.gov and be part of the solution by reporting problems directly to the City.



2018 Shop & Dine OB Card

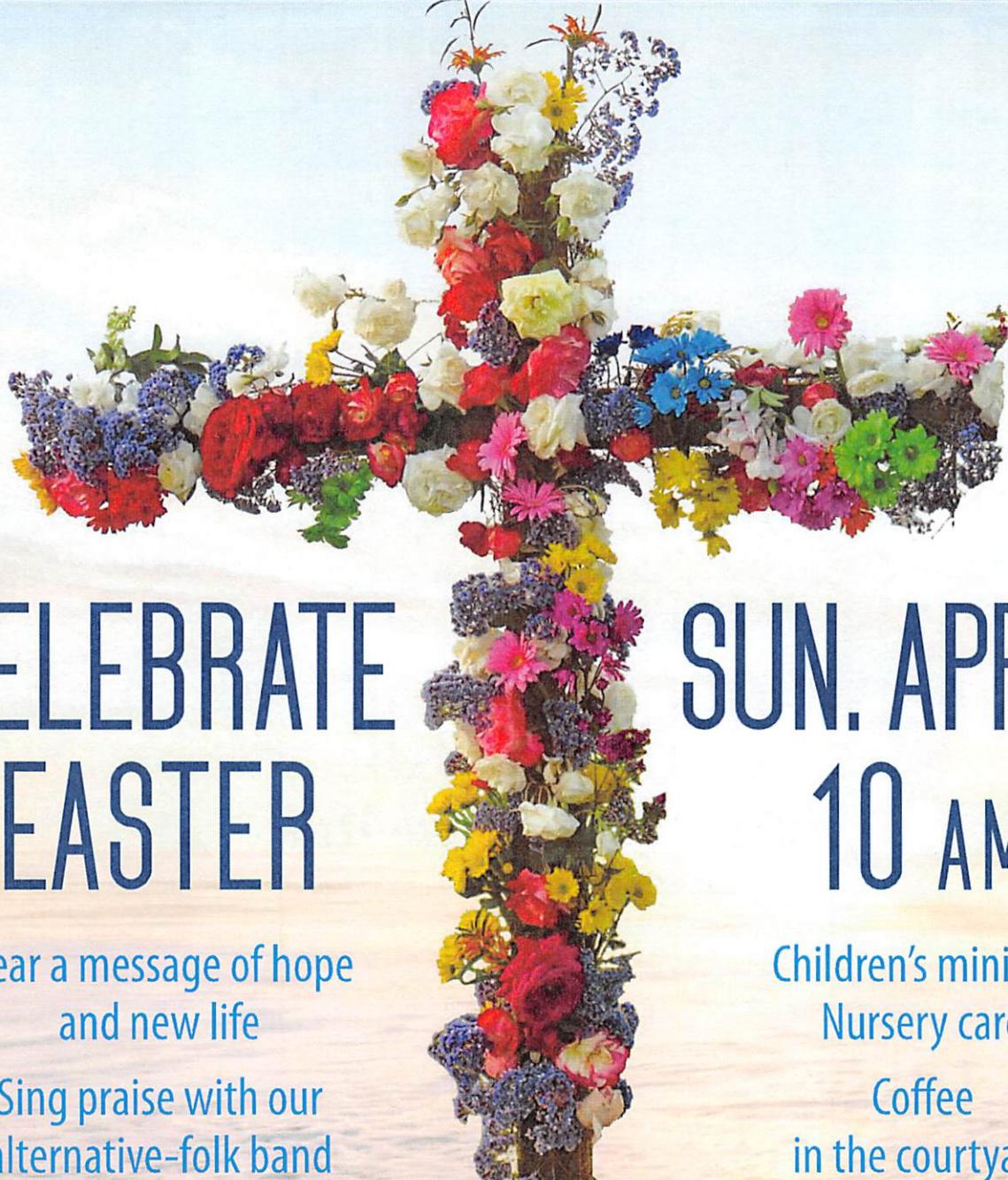
We're almost sold out on our new promotion. We're asking local merchants to participate on the card. We will work to make sure we have a great mix of local businesses. On the back of the card a total of 15 businesses can sign up to offer a discount to the general public (who have purchased this card from us for \$30).

This is a fundraiser for OB MainStreet Association's projects and programs. The 15 businesses will be listed on the back of the card along with the offer. The cost to each business is \$250 which will include 5 Shop & Dine OB Cards that can be sold for \$30 each or a total of \$150 to offset the cost of participation. In turn, those 15 businesses will agree to offer their specific discount multiple times to people who have purchased the card (for the remainder of 2018).

The key to a successful card is to reward people for return visits (often bringing friends and family) to any given business. Please contact the OBMA office 619-224-4906 or stop by at 1868 Bacon Street.

2018 Shop & Dine OB Card
OceanBeachSanDiego.com





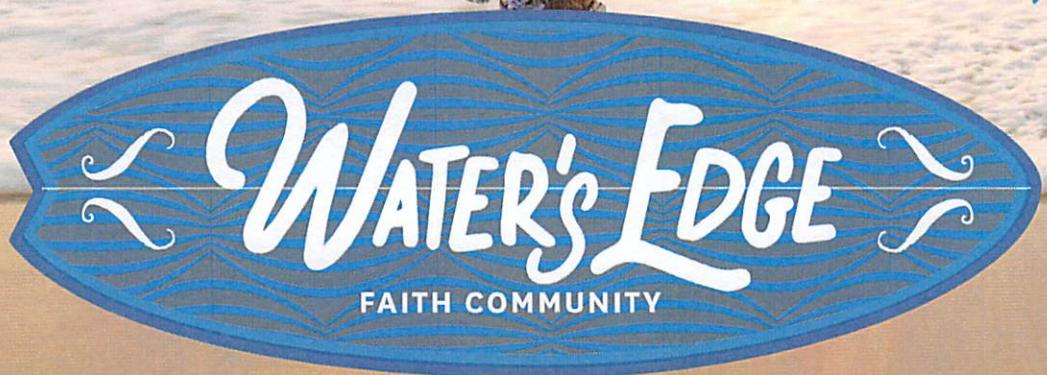
CELEBRATE EASTER

SUN. APRIL 1
10 AM

Hear a message of hope
and new life

Sing praise with our
alternative-folk band

Children's ministry
Nursery care
Coffee
in the courtyard



A RECONCILING MINISTRY

1984 SUNSET CLIFFS BLVD. ≈ OCEAN BEACH

watersedgeob.org

YOU ARE INVITED

Water's Edge
FAITH COMMUNITY

OPEN HOUSE

SUNDAY, APRIL 29 ~ 10 AM - 12 PM

As a new church in OB, we extend a welcome to our neighbors who have not had a chance to visit. Sample our weekly worship service, see campus improvements and plans for more. Enjoy great music and hear about our church's vision as we dive deep in community and pour out God's love.

CASUAL ≈ REFRESHMENTS

A RECONCILING MINISTRY

1984 SUNSET CLIFFS BLVD. ~ OCEAN BEACH
watersedgeob.org
[f/watersedgeob](https://www.facebook.com/watersedgeob)

Worship Service

Community Activities

Church Building

Painting Chairs

Volunteer Painting

Children's Interaction

Adult Interaction

Church Members

Worship Band