

OCEAN BEACH
MAIN STREET ASSOCIATION

NOVEMBER 2021
NEWSLETTER

THIS THANKSGIVING WE ARE SUPER THANKFUL
FOR EACH OF OUR MEMBERS!

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Ocean Beach MainStreet Association
1868 Bacon Street, Suite A | San Diego, CA 92107
(619) 224-4906
OceanBeachSanDiego.com

Board of Directors & OBMA Committee Meetings

OCEAN BEACH



MAINSTREET
ASSOCIATION

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, Exec. Committee Chair

Mike Akey, 1st Vice President

Pacific View Real Estate, Design Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor, Clean & Safe Co-Chair

Mike Stifano, Treasurer

Winstons, Finance Chair

Kyle Jaworski, Secretary

Raglan Public House, Clean & Safe Co-Chair

Gary Gilmore

Gilmore Family Jewelers, EV Chair

Matt Kalla

Matt Kalla Insurance Agency, Clean & Safe Co-Chair

Craig Gerwig

4864 Newport Avenue LLC

Ron Marcotte

Sign Diego

Ken Moss

Power Logic USA

Beth Wright

OB Barbershop

Joella Peregoy

OB Business Center

Shawn Silverman

Dirty Birds OB

STAFF:

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

Tricia Sommerville—Coordinator Extraordinaire

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamon, Farmers Market Manager

Farmers Market Team - Tony, Richee & Chris

MAD CONTRACTORS:

Naturescape, Inc. • EcoClean Services

OTHER TEAM MEMBERS:

Brown Marketing Strategies, PR Firm

Josh Utley, Intrepid Network

OBMA COMMITTEE & BOARD MEETING SCHEDULE

Tuesday, 11/2/21 at 8:30am

Design Meeting

Zoom

Friday, 11/5/21 at 8:30am

Promotion Meeting

Zoom

Wednesday, 11/10/21 at Noon

Economic Vitality

Zoom

Wednesday, 11/10/21 at 1:00pm

Finance Task Force

Zoom

Thursday, 11/11/21 at Noon

OBMA Board Meeting

OBMA Office or Zoom

Tuesday, 11/16/21 at 8:30am

Clean & Safe Meeting

Zoom

*If you would like to attend a meeting, please contact
Kristen Keltner at Kristen@OceanBeachSanDiego.com.*



OceanBeachSanDiego.com

Around Town

{Welcome New OBMA Members}

Jamie King

619-346-0723

www.JamieKing.TXRHomes.com

Real Estate Services

Seymour Consulting

347-662-8949

www.SeymourConsultingLLC.com

Consulting Services | Health & Wellness

Erik Peterson | Finance of America

619-764-4949

erikp@financeofamerica.com

Mortgage Advisor

**OBMA Holiday Ornament
NOW Available for Pre-Sale**



[Click here to purchase ornament!](#)



Farmers Market
Wednesdays from 4pm—8pm
4900 Block Newport Avenue

OCEAN BEACH TILE PROJECT

Own a piece of history on Newport Ave!



*Purchase a 6-inch square ceramic tile
personalized with your own special message.*

ORDER ONLINE

www.OceanBeachSanDiego.com

Ocean Beach MainStreet Assoc.

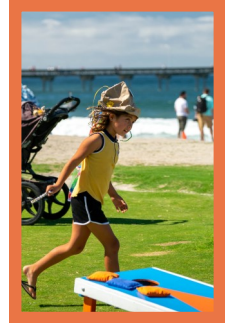
1868 Bacon Street, Suite A

619-224-4906

Oktoberfest

The OB Oktoberfest. What a fun event on October 8-9!

Many thanks to our vendors, over 80 volunteers, our partners the Hoy Hoy Boys and The Peninsula Alliance. A great time was had by all. The weather was perfect and so was the music! Enjoy the photos at – link to our website.



We heard from many of our members that business was great during the event.

Thanks for letting us know.

More Photos
2021 OB Oktoberfest

OBMA Sundowners

Sundowners are Back!

Our first Sundowner in 20 months was at CC Summerfield's office on Voltaire Street – check out our photos. It was a great event. Many thanks to [CC Summerfield with Homes by CC](#) for hosting and **Jamie King Realtor, People's Mortgage, The Wilt Group** and **The OB Meat Company**.

We're happy to announce that we will be having our Holiday Sundowner on December 16th at James Gang Company. More information will be sent out mid-November.



Community News



According to Mayor Todd Gloria, City Council has approved the Spaces as Places program, which will provide ways for temporary outdoor structures constructed in response to the pandemic to come into compliance and become permanent installations. The program also offers a menu of options to allow for the creation of outdoor areas for dining, walking, biking and other activities. The Spaces as Places program will be available for business owners 30 days after the City Council's second reading of the ordinance, which is expected in November. The program would also need Coastal Commission approval before it could be implemented within Coastal areas. Once the Spaces as Places program is approved, applicants will need to obtain the required permits with the City's Development Services Department.

[City of San Diego Website - Spaces as Places](#)

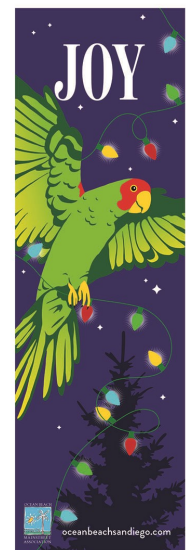
OBMA Holiday Decorations

Holiday decorations will be going up early in the morning on November 20th at 8am throughout downtown OB – volunteers are always welcome. We have new garland and bows this year. (We determined that the old garlands and bows had their last hoorah last year.) Holiday banners will be hung the week of Thanksgiving. Please help us decorate the town by planning ahead to spiff up OB with holiday cheer – lights, decorations, painting your windows! We'd love to see every storefront filled with holiday cheer.

We have lots of promotional opportunities for the holidays so let us know if you are interested. We're putting together a Holiday Shopping Guide with the Beacon – If you would like to participate call MikeFahey@sdnews.com.



[Volunteers Needed](#)
[Sign up here to spread holiday cheer!](#)



Holiday Banners will go up around town the week of Thanksgiving.

Community News

Sidewalk Vending Ordinance

We learned this week that the Sidewalk Vending Ordinance will be going to the City Council on December 14th. None of us have seen the language of this ordinance. It will no doubt be available a little before the City Council meeting. The City of San Diego has been without an ordinance regulating sidewalk vending for almost two years. The OBMA, OBTC, OB Planning Board, The Peninsula Alliance and OBCDC have been working over those two years to bring common sense back and pass a reasonable sidewalk vending ordinance.

It's important for those who have strong opinions on this subject to understand that the State law which nullified the old San Diego vending ordinance does not allow an argument about economic competition as seen in section 2-51038(e): **For purposes of this section, perceived community animus or economic competition does not constitute an objective health, safety, or welfare concern.**

We understand that many of our brick and mortar businesses are having trouble with the idea that some vendors operating private businesses can operate on City land free of charge and seemingly not have to abide by the same regulations that brick and mortar businesses have to. All we can do is read the State Senate bill 946 below and speak to its content when approaching our elected officials.

Here is the entire bill that was passed at the State level.

https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB946

The bill would authorize a local authority to, by ordinance or resolution, adopt additional requirements regulating the time, place, and manner of sidewalk vending, as specified, if the requirements are directly related to objective health, safety, or welfare concerns. The bill would also authorize a local authority to prohibit sidewalk vendors in areas located within the immediate vicinity of a permitted certified farmers' market and a permitted swap meet, as specified, and to restrict or prohibit sidewalk vendors within the immediate vicinity of an area designated for a temporary special permit issued by the local authority, as specified. . .

In a nutshell, our City leaders can regulate sidewalk vendors but they would need to follow the guidelines found in Senate Bill 946 above. If you would like to speak at the City Council meeting on December 14th, please read the state bill. Read the new proposed sidewalk vending ordinance when it comes out. We will make it public asap. Then formulate your comments based on what the City Council has the authority to do within a sidewalk vending ordinance. We will keep you all updated about how to speak before the City Council members or at the very least email your comments to them.

OBMA and other local organizations will be keeping members updated on this important topic. If you have any questions, please feel free to contact us at the OBMA office or contact Jen Campbell's representative Teddy Martinez at Tmartinez@sandiego.gov .

Questions?

Email Council President Jennifer Campbell's Office

Community News

Ocean Beach Pier Update

We've had some high surf lately which is making all of us a little nervous about our beloved pier. A small group has been working with the City to bring home the importance of repairing two of the pilings that need immediate attention while we go through the process of finding funding to rebuild. Teddy Martinez from Jen Campbell's office is hosting a Pier meeting on November 17 at 1pm. We think it will be a virtual meeting at this point. We will keep everyone informed about the meeting. It has been over three months since our first Pier meeting with city leaders. I know a number of members couldn't make that meeting so we hope you can attend this one. Anyone wanting to serve on the Pier Working Group please contact Tmartinez@sandiego.gov and he will put you on the notification list.



SHOP SMALL & LOCAL OB

Save the date
Saturday, November 27th
Noon—4pm

Campaign details to encourage the community to Shop Small & Local this holiday season will be sent out early next week.

OBMA Annual Awards Celebration

We're so happy to report that we will be hosting the famous OBMA Awards Celebration on January 27, 2022 from 6pm- 8pm to honor those businesses and individuals who have been extraordinary this past year. It should be a blast. We're planning our traditional get together with lots of food and fun.

If you know of a local business or individual that has made a difference let us know.

Email Info@OceanBeachSanDiego.com.



New Street Signs

A huge thank you to Julie Klein for helping get the City of San Diego to replace the damaged street signs at the iconic corner of Newport Avenue and Abbott Street.

[Get It Done App](#)

Please use the Get It Done app to report things that need to be fixed the City of San Diego.

The OB Library is going to expand!



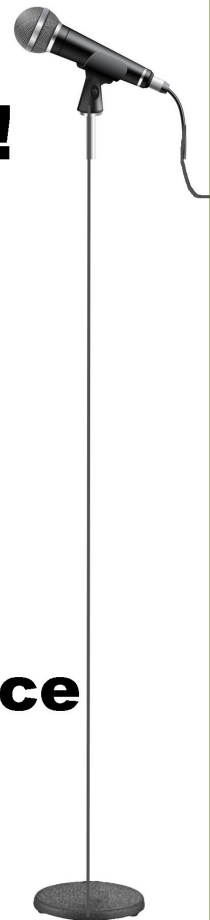
**SEE THE PLANS!
GIVE YOUR FEEDBACK!**

**Come to the
OB Planning Board Meeting
on Wed., Nov 3, at 6 pm.**

**Water's Edge
Faith Community
1984 Sunset Cliffs Blvd, 92107**

Masks are required for entrance

**For further information, please visit the
OB PLANNING BOARD WEBSITE:
www.oceanbeachplanning.org**



Community Clean Up



OCEAN BEACH
MAINSTREET
ASSOCIATION

COMMUNITY CLEAN UP SATURDAY, OCTOBER 30TH 8AM - 12PM

Be a part of the change you want to see in Ocean Beach!

Sponsored by



Service Kings
Tile & Carpet Cleaning

Thank you to everyone who came out for the OBMA Community Clean Up.

A big shout out to Rest & Relax Real Estate, Service Kings, Newbreak Church, Ocean Beach Business Center, Ocean Villa Inn and our new member Erik Peterson for donating additional pickers for the clean ups.



OBMA Holiday Events



Calendar of Events

November 1, 2021

Holiday Ornament Pre-Sale Begins

Saturday, November 20

Holiday Decoration Installation

8:00am-10:00am

Meet at the OBMA Office

Saturday, November 27

Shop Local OB

10:00am-4:00pm

Details will be sent out soon.

Thursday, December 16

Holiday Sundowner for OBMA Members

5:30pm-7:30pm

Hosted by James Gang

Beacon Holiday Gift Guide

The OBMA is partnering with the Beacon to create an Ocean Beach Holiday Gift Guide, which will be distributed to 20K community members, plus online.

Reach out to Kristen@OceanBeachSanDiego.com or MikeFahey@sdnews.com to secure your ad space.

Ad space includes lots of social media promotion through OBMA at no additional cost.

OB Town Council Holiday Events



Mark your calendars

Tuesday, November 9th
Taste of OB Restaurant Walk

Saturday, December 4th
Holiday Parade

Thursday, December 9th
Holiday Auction

Saturday, December 18th
Holiday Food & Toy Distribution

Food & Toy drop off locations will be available soon.

[OB Town Council's Website](#)

OBMA Committee Goals & Updates

OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community.

Committee Goals for Fiscal Year 2022 (July 2021—June 2022)



Design Committee

- New trash cans in the MAD
- Purchase new garland and bows for the holidays
- Put up holiday decorations in November, take them down in January
- Design and install new banners in January 2022
- Complete phase 36 and 37 of tile project
- Maintain market lights along Newport Avenue
- Paint five electrical boxes and maintain currently painted boxes

Promotion Committee

- Create Celebrate the OB Vibe year around campaign to encourage people to Shop Local in OB
- American Express's Shop Small
- Contact merchants to carry their best selling products, continue to add products on our website and create merchandise one sheet
- Redesign Online Member Directory
- Dog Beach Puzzle – design and market
- Holiday Ornament – design and market
- OB Holiday Gift Guide with the Beacon
- Design new Farmers Market Logo
- Street Fair Logo 2022

Economic Vitality Committee

- Update the Online Business Directory.
- Find a resolution for closing the public parking lots in Ocean Beach.
- Send out survey in Jan. 2022 to our membership regarding their outlook for the New Year, and what they would like the OBMA to focus on in 2022.

Clean & Safe Committee

- Create an Ocean Beach MainStreet Association Ambassador program.
- Support local graffiti task force efforts throughout Ocean Beach .
- Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma



A message from SDG&E

Winter energy-saving tips for businesses

Did you know that as the season changes and the sun sets earlier in the day, there may be less renewable energy on the grid? This can result in your business relying more on electricity which can lead to changes in your energy bill. If you'd like to stay in control of your energy use, SDG&E has a few timely tips that can help you start saving now.

Upgrade your lighting. Using LED lighting could help your business save year-round.

Weatherize your business. Weather strip and caulk drafty doors and windows to keep in the heat when you need it most.

Use an advanced power strip. Electronics such as smart TVs, laptops or cable boxes use energy even when they are turned off. Using a smart power strip can help cut off power to devices even when they are on standby mode.

Change air filters regularly. Replacing dirty air filters can increase the airflow throughout your HVAC system, helping it run more efficiently.

One of the easiest ways to save money is by controlling your thermostat. Smart thermostats can be adjusted remotely to run energy-efficient schedules. If you join SDG&E's Smart Thermostat program, you'll receive \$50 per registered thermostat with a max of four thermostats for business and two for your home. Get details on sdge.com/MyBusiness.

It's always a good idea to prepare. Get ahead of your energy usage and implement energy-savings tips for your business today. Visit sdge.com/MyBusiness for more helpful information.

CLOSET OCEAN BEACH

Saturday, November 13th



THE SACRED
Feminine
Book Launch Party
SAT. NOV. 13, 2021
2-7PM
CLOSET - 4878 NEWPORT AVE. 92107

 APRIL STICKLMAN	 ARIA YOUNG	 ALEXANDRA LITTAYE	 CLARISSA PEÑA	 COURTNEY DEMATTEO	 FARHANA CHAUDHARY	 JESSE SIDDEEK	 JAIMIE LINDQUIST	 J. HAN	 JOSEPHINE DEVERA
 JENNIFER LOPEZ	 L.J. HART	 MERAL DOE RENÉE	 MICHELLE BOYER	 MOJDEH SEYYEDI	 MADELINE BARLOW	 SARAH LOU	 SHAY FRAGO	 DR. SWATHI VARANASI	 VICTORIA THIERENS

Live Music & more....

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About Our Branch

OUR COMMITMENT TO YOU

Welcome to our office! My team and I will take the time to get to know you, so we know we're bringing you closer to the future you see for yourself. Together we'll create a personalized strategy to help you achieve your goals.

Thank you for your business and welcome to the Edward Jones family.

We work as a team in our office to get you the information and answers you need as quickly as possible. Jocelyn will often be your first point of contact and can help you with most inquiries.



Joshua Lightcap, AAMS®
Financial Advisor
5083 Santa Monica Ave
Suite 1 A
San Diego, CA 92107
619-223-8357

Jocelyn M Hungate
Sr. Branch Office Administrator



OUR SERVICES

We believe when it comes to your financial journey, you deserve a personal relationship and professional advice. This means focusing on the future you see for yourself, building strategies just for you and helping you stay on track.

Here are some of the areas our office focuses on:

- Retirement Income Strategies**
- Insurance and Annuities**
- Business Owner Strategies**
- Protection Planning**
- Saving for Education**



CLIENT MEETINGS

Putting our clients' interests first is - and always has been - at the core of what we do. Regular reviews are one of the most important ways to help keep you on track toward your goals. Meeting regularly, we'll:

- **Discuss your goals**
- **Understand your comfort with risk**
- **Review your financial strategy**

Office Hours

Monday - Friday
8:30 a.m. - 5:00 p.m.

Evening and Saturday Appointments by Request

Getting to know the hopes and dreams of individuals and families and helping them turn those dreams into reality is what we are truly passionate about. We would welcome the opportunity to assist your family and friends as well, if you'd feel confident in making an introduction.

edwardjones.com
Member SIPC

Edward Jones
MAKING SENSE OF INVESTING

What every business owner needs

As a business owner, you have many things to consider beyond your daily responsibilities. While you have many priorities, we have one. Our sole focus is to understand and help you achieve what's most important to you - and your business.

How we help you reach your personal and business financial goals



We'll work together with your tax and legal professionals through an established process to build personalized strategies for you - including specific actions - to help reach your personal and business financial goals. Over time, we'll continue to revisit these goals, your comfort with risk and the strategies we've developed to help keep you on track.

Where personal and business needs meet

Few things are more rewarding - or challenging - than owning your own business. And because it's become an integral part of your life, you'll need a comprehensive financial strategy for your future, your business and your family.

Your business

Having the appropriate investment and protection strategies is a critical step in helping you reach your goals.

Your employees

Offering a retirement plan can help attract and retain quality employees and may provide tax advantages.

Your exit strategy

Developing strategies that can protect the value of your business, help retain key employees and provide for an orderly transition when you leave.

Your family

Establishing a plan to help you and your family save for multiple goals - such as retirement and education - and prepare for the unexpected.

Edward Jones, its employees and financial advisors are not estate planners and cannot provide tax or legal advice. Please consult your estate-planning attorney or qualified tax advisor regarding your situation.

Important information concerning the investments and services offered at Edward Jones can be found at edwardjones.com/investments-services.



Joshua Lightcap, AAMS*
Financial Advisor

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Suite 1 A
San Diego, CA 92107
619-223-8357

Edward Jones serves more than 7 million investors, and we're committed to supporting our clients in the local communities where we live and work. We also support more than 200,000 employer retirement plans with over \$50 billion in Assets Under Care.

Investments

Annuities
Certificates of Deposit
Equity Investments
Fixed-income Investments
Insurance
Disability
Key Person
Life
Mutual Funds

Retirement

Business Retirement Plans
401(k)s
Defined Benefit
Cash Balance
Profit-sharing
Money Purchase
SEP Plan
SIMPLE IRAs
Individual Retirement Accounts
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Estate Consideration and Trust Services
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