



OCEAN BEACH
MAINSTREET
ASSOCIATION

September 2021 Newsletter

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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

Shawnn 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 - Marna, Tony, Richee & Chris

MAD CONTRACTORS:

Naturescape, Inc. • EcoClean Services

OTHER TEAM MEMBERS:

Brown Marketing Strategies, PR Firm

Josh Utley, Intrepid Network

SEPTEMBER OBMA MEETING SCHEDULE

Friday, September 3 at 8:30am

Promotion Meeting

Zoom

Tuesday, September 7 at 8:30am

Design Meeting

Zoom

Economic Vitality Committee

No Meeting in September

Wednesday, September 8 at 1:00pm

Finance Task Force

Zoom

Thursday, September 9 at 12:00pm

OBMA Board Meeting

OBMA Office or Zoom

Tuesday, September 21 at 8:30am

Clean & Safe Meeting

Zoom

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

Join a Committee

OBMA members think about joining one of our exciting committees! We are still meeting on Zoom but expect within a few months we can go back to in person meetings.

**Member Resources are available on the
OBMA Website**

www.OceanBeachSanDiego.com

OB Oktoberfest

Ocean Beach

Oktoberfest

Friday & Saturday
Oct. 8th & 9th



[OB Oktoberfest Website](#)

Vendor Applications

BE A VENDOR ON SATURDAY, OCTOBER 9TH

OBMA Members be a part of the fun and have a booth at the OB Oktoberfest.

Booths available at Veterans Plaza and Saratoga Park starting at \$250.

Around Town



The Ocean Beach MainStreet Association continues to encourage the community and visitors to SHOP LOCAL in Ocean Beach through social media ads, print ads in the Beacon, Point Loma-OB Monthly, PassPort to San Diego and more!

{Welcome New OBMA Members}

Psychedelic Angel Tarot

916-899-0531

psychedelicangeltarot@gmail.com



Volunteers needed for OB Oktoberfest.

[Click here to volunteer!](#)



Carter Moss with Newbreak Church captures this great photo of two VW buses in front of The Black, while cruising Newport Avenue early one August morning.

OB Hardware

**Thank you, Mike for your dedication to the community over the past few years,
and for finding the hardware store its new local owners.
The OBMA wishes you and your family the best in your next adventure.**

A huge welcome to the new owners, Joe & Jenae Kuchman of OB Hardware!



A message from the new owner of OB Hardware

We're thrilled to introduce ourselves as the new, local owners of OB Hardware! What would our quirky little beach town be without an independent hardware store? That was the question we asked ourselves when we found out that the store was at risk of closing. We couldn't see such a significant pillar of our community end its story... and we're here to make sure that it continues to serve the community for many years to come.

A little about us: We're Joe and Jenae Kuchman, we're raising our little family here in OB just steps away from OB Hardware. We have been fortunate to become a part of such an amazing slice of San Diego. Joe comes from a long line of carpenters, wood workers and his father was an independent architect until he retired in 2020. Jenae is a San Diego native and

has a background in business, marketing and events (spoiler alert: get ready for some great community workshops, Lunch & Learns and children's craft events).

OB Hardware wouldn't be what it is today without the hard work of Mike, the outgoing owner. A BIG shoutout to Mike for choosing us to carry on his work and for being a great partner during the transfer of the store. He's done everything remotely possible to welcome us and ensure a smooth, seamless transition for our customers and staff.

4871 Newport Avenue

(619) 223-3083

Around Town



Farmers Market every Wednesday from 4pm—8pm.

September 1 • September 8 • September 15
September 22 • September 29

**Reach out to OB Farmers Market visitors
and tell them about your Wednesday specials!**

Let the OBMA promote your specials for you through our
social media channels and website.

Send your information to:
MemberNews@OceanBeachSanDiego.com
Subject: Wednesday Special



OBMA Clean & Safe Program



www.friendsofob.org

Become a Friend of OB and support our eclectic beach community!

Friends of OB is a collaboration of the Ocean Beach MainStreet Association and The Peninsula Alliance. Contributions made to Friends of OB will support the OBMA's Clean & Safe Program with the mission to inform our merchants and community members to promote a safe and clean environment throughout the Ocean Beach business districts.

Goals of Friends of OB

- ◆ Additional Sidewalk Power Washing each month—in process
- ◆ Replace Trash Receptacles on Newport Avenue
- ◆ 2021 Banners in the Newport & Sunset Cliffs Banner Districts—completed
- ◆ Security Team seven days a week

Donations To Date

\$11,286.50

We reached our goal of \$10K!

[DONATE TODAY](#)

The Clean & Safe Committee has new goals for FY22!

- ◆ 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 Avenue and Voltaire Street.

Community Clean Up

Volunteers Needed



OCEAN BEACH
MAINSTREET
ASSOCIATION

COMMUNITY CLEAN UP

SATURDAY, SEPTEMBER 18TH

8AM - 12PM

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

Sponsored by



Service **Kings**
Tile & Carpet Cleaning

[Sign Up to Volunteer](#)

Sidewalk Vending Ordinance Update

The Ocean Beach MainStreet Association continues to work and voice our concerns regarding the need for the City to pass a Sidewalk Vending Ordinance.

The San Diego Union-Tribune features some of the issues in an article on August 31, 2021. Read what Denny Knox, Executive Director had to say.

The San Diego Union-Tribune

San Diego prepares for street vendor crackdown as merchant complaints intensify.

SAN DIEGO —

San Diego is considering a crackdown on sidewalk pushcart vendors amid an uproar of complaints about unfair competition and illegal dumping of trash and grease in some neighborhoods.

City Council President Dr. Jennifer Campbell says she is taking the lead on a new citywide street vending ordinance that will provide clear enforcement guidelines the city has lacked for nearly three years.

Merchant groups in downtown and the city's beach communities say vendors have flooded business districts and parks, with no restrictions, because of a 2018 state law that aims to encourage street vending as a new class of small business.

[Read the entire article here.](#)

SPEAK UP!

Contact our local elected officials about your concerns.

Council President Jen Campbell's Office
Point of Contact
Teddy Martinez
tmartinez@sandiego.gov

AND

Mayor Todd Gloria's Office
Point of Contact
Kohta Zaiser
zaiserk@sandiego.gov



LET YOUR VOICE BE HEARD.

Newport Avenue Tile Project

Now installing Phase 35 and taking orders for Phase 36.

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

[Click here to order your tile online!](#)

Securing your Facebook & Instagram Accounts



A message from Aliro Marketing to help ensure your Facebook & Instagram accounts are secure.

I am writing today because I am noticing a lot more successful (!) malicious hacking to Facebook & Instagram accounts and wanted to pass along some detailed instructions on how you can make your personal accounts safer so you don't lose control over your business pages.

To be clear, these instructions are for your **personal accounts** - but it does affect your business accounts on these platforms! Here's what's happening: Hackers get into your personal Facebook account & remove you as admin from your own business page in an attempt to extort you for money to get your business page back or you lose control of your business page altogether.

First, here are some security best practices for Facebook:

- Have a strong password that you don't use anywhere else. If you use the same password, change your Facebook (FB) password today. Be sure to include capital letters, lower case letters, numbers, & symbols.
- Appoint a trusted manager or business partner to be another admin on your FB page in case you get hacked & are removed as admin from your own business page. This way they can reinstate you. (If you're my client, you can rest assured that with me as an admin on your FB page, you'll be fine in this area for now. However, it's still probably a good idea to also add someone else from your business as an admin just for an added layer of protection.)
- Turn on 2-Factor authentication so you'll receive a text & verification code if someone does try to login as you. Without this verification code, the hackers can't access your page.

[Click here for detailed instructions & steps!](#)

[Aliro Marketing 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 - *Goals will be established at September's meeting*

- Trim palm trees on Newport Avenue—Completed
- New trash can lids - Painted trash can lids in the MAD
- Put up holiday decorations in November—Completed
- Complete phase 34 and 35 of tile project—Phase 34 is completed.
- Maintain market lights along Newport Avenue—Continuous
- Design and install new banners in January 2021 - Completed

Promotion Committee - *Goals will be established at September's meeting*

- Design, promote and sell new OB puzzle—Completed
- Design, promote and sell holiday ornament—Completed
- Support Friends of OB Campaign—Continuous
- Add merchandise/products on our online shop
- Contact merchants to carry some of their bestsellers on our online shop—On going
- Design 2021 Street Fair logo - Completed for Celebrate the OB Vibe

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 Avenue and Voltaire Street.