

Ocean Beach MainStreet Association February 2022 Newsletter



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Happy Valentine's Day
Monday, February 14th

Ocean Beach MainStreet Association
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(619) 224-4906
OceanBeachSanDiego.com

OBMA Mission Statement & Board of Directors



OCEAN BEACH
MAINSTREET
ASSOCIATION

Mission Statement

To promote and support local business and economic vitality in the Ocean Beach Community.

OBMA BOARD OF DIRECTORS

Barbara Iacometti, President

Details SalonSpa, Executive Committee Chair

Mike Akey, 1st Vice President

Pacific View Real Estate, Design Chair

Kyle Jaworski, Secretary

Raglan Public House, Clean & Safe Co-Chair

Mike Stifano, Treasurer

Winstons, Finance Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor, Promotion Chair

Gary Gilmore

Gilmore Family Jewelers, Economic Vitality Chair

Craig Gerwig

4864 Newport Avenue LLC

Matt Kalla

Matt Kalla Insurance Agency, Clean & Safe Co-Chair

Ron Marcotte

Sign Diego

Ken Moss

Power Logic USA

Joella Peregoy

OB Business Center

Shawnn Silverman

Dirty Birds OB

Beth Wright

OB Barbershop

OBMA 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 Klamann, Farmers Market Manager

Farmers Market Team - Tony & Richee

MAD CONTRACTORS & CONTRACTORS

Naturescape, Inc. • EcoClean Services

Brown Marketing—PR Services

Josh Utley, Intrepid Network



Every Wednesday

4900 Block of Newport Avenue

4pm—8 pm

Board & Committee Meeting Schedule

OBMA COMMITTEE & BOARD MEETING SCHEDULE

Tuesday, 2/1/22 at 8:30am

Design Committee Meeting

Zoom

Friday, 2/4/22 at 8:30am

Promotion Committee Meeting

Zoom

No Clean & Safe Meeting in February

Clean & Safe Committee Meeting

Zoom

Wednesday, 2/9/22 at Noon

Economic Vitality Committee Meeting

Zoom

Wednesday, 2/9/22 at 1:00pm

Finance Task Force Meeting

Zoom

Thursday, 2/10/22 at Noon

OBMA Board of Directors Meeting

OBMA Office or Zoom

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

*Who we are
&*

WHAT WE DO!

Join us on **Tuesday, February 8th at 8am**
for an update on what the Ocean Beach MainStreet Association is
working on and updates from our committees.



Join Zoom Meeting

<https://us02web.zoom.us/j/87433643946>

Meeting ID: 874 3364 3946

Passcode: 2022

OBMA Sundowner & Around Town



OCEAN BEACH
MAINSTREET
ASSOCIATION

Save the Date!

OBMA Sundowner
February 24, 2020 @ 5:30pm

Hosted by



 **Service Kings**
Tile & Carpet Cleaning

Location
Rincon Road Reservation Brewery
4836 Newport Ave

A message from The Kiwanis Club of Point Loma

EASTER SUNRISE SERVICE AT CABRILLO MONUMENT

Cabrillo National Monument, Point Loma, Sunday, April 17, 2022 -- The Kiwanis Club of Point Loma will again present an ecumenical Easter Sunrise Service at the Cabrillo National Monument. The services will be held in the lower parking lot, giving those who attend a great early morning panoramic view of San Diego Harbor and the city behind it.

Club President, Joanna DaCosta points out that, after a 2 year hiatus for the event due to Covid protocols, the club is resuming the Easter Service. This will mark the 71st year that the Kiwanis Club of Point Loma has provided this popular community service for the people of San Diego. For your safety, and the safety of those around you, the Point Loma Kiwanis Club would ask that all attendees please wear masks while in the crowd.

Easter is April 17th this year and the gates to Cabrillo National Monument will open at 6:00 a.m. with the non-denominational service beginning at 6:30 a.m. There is seating for approximately 500 attendees and the public is encouraged to arrive early.

Please remember to wear masks while at the service.

Friends of OB



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
- ◆ 2022 Banners in the Newport & Sunset Cliffs Banner Districts—completed

[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.

Welcome New OBMA Member



Wild Things Pizza
2163 Abbott Street
(619) 268-1203
wildthingspizzaob.com



Ocean Beach Family Chiropractic
Grand Opening Party
Saturday, Feb. 5th
3pm to 5pm
4852 Santa Monica Avenue

***We will miss the following businesses
and wish them the very best...***

Bone Appetite
1785 Sunset Cliffs Blvd
Permanently Closed

Newbreak Financial
4852 Santa Monica Ave

Upcoming OBMA Events



A new event coming to Ocean Beach!

St. Paddy's O'Beach Party will be a one day event that brings thousands of people to downtown Ocean Beach to enjoy live music, a beer garden, and to Shop Local in Ocean Beach.

More information coming very soon!

OB Street Fair & Chili Cook-Off

Mark your calendars!

42nd Annual OB Street Fair & Chili Cook-Off
will be on **Saturday, June 25, 2022 from 10am to 8pm.**

OBMA members receive 20% off booth space.

Reserve your booth space by reaching out to Tracy Wagner
Tracy@OceanBeachSanDiego.com • (619) 224-4906

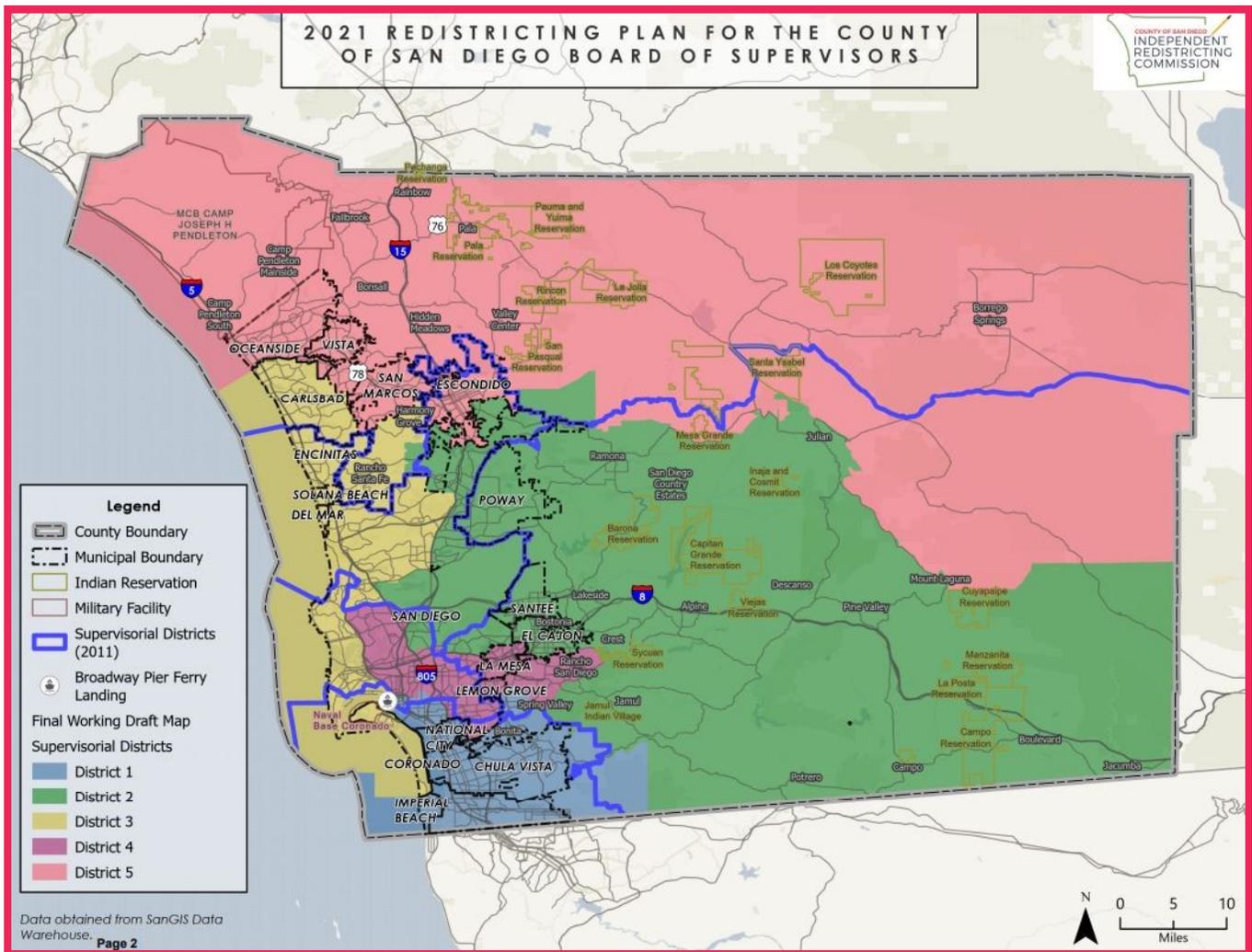
The Street Fair Committee will meet via Zoom the first Monday of every month.
Reach out to Kristen@OceanBeachSanDiego.com to join this committee.

OB is now in County District 3

Ocean Beach is now represented by Terra Lawson-Remer
County Supervisor for District 3.

The OBMA will be reaching out to her and her team to introduce ourselves. Public officials are invited to our public Board Meetings on the 2nd Thursday of each month at noon. If you have questions for our new County Supervisor, we encourage you to send them our way, reach out to her directly or join us for a board meeting.

Contact County Supervisor Terra Lawson-Remer



Current Board of County Supervisors

Community News

Sidewalk Vending Ordinance

In December, we learned that the Sidewalk Vending Ordinance would not be going to the City Council on December 14th. Instead, we were told that the new Council President Sean Elo-Rivera would be taking up the issue sometime after the 1st of the year. So the new schedule is February 9th at Economic Development Council Committee Hearing at 2pm.

None of us have seen the language of this new ordinance. We were told that the draft ordinance will be available approximately a week before the City's Meeting. The City of San Diego has been without an ordinance regulating sidewalk vending for three 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.

What 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.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's Economic Development Committee meeting on February 9, 2022 , 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 Council Committee hearing 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 info@oceanbeachsandiego.com or contact Jen Campbell's representative Teddy Martinez at tmartinez@sandiego.gov .

Questions or Concerns?

Email Councilperson Jennifer Campbell's Office

Message from SDPD



We receive a high volume of emails, phone calls and report to dispatch regarding homeless people in need. The city has added a new web link to information regarding the Homeless Outreach Feature on the Get It Done app to report of homeless, camps and the providers whom shall respond to offer services. Below I pasted the web link to the web page and I pasted the information for your reading and review.

<https://www.sandiego.gov/get-it-done/new-homeless-outreach-feature-get-it-done>

"Have you ever noticed a community member in need or a person experiencing homelessness in your neighborhood? Get It Done now offers an updated feature designed to better align with the City's new, more comprehensive approach to addressing homelessness in San Diego.

When you submit a new "Homeless Outreach / Encampment" report on the app or website, you will be prompted to answer a few questions. One of these questions asks whether people are actively located at the reported site.

If people are present, outreach specialists will be dispatched to identify, engage, and connect individuals with supportive services within 48 hours of when your report was submitted. Responding outreach specialists include staff from Alpha Project, Father Joe's Villages, PATH, Downtown San Diego Partnership, and other local service providers that are part of the City of San Diego's Coordinated Street Outreach Program. If outreach specialists are unable to engage with the individuals onsite within 48 hours, a team from the Neighborhood Policing Division (NPD) - which includes officers with the San Diego Police Department's Homeless Outreach Team - may respond to the report.

If people are not present at the site, the report is sent to NPD and may be routed to the City's Environmental Services Department to be assessed for abatement, depending on where the encampment is located and what has been left behind. They may also respond to a report to remove any trash or debris after outreach specialists and/or NPD have had the opportunity to offer services to anyone present at the reported site.

The Get It Done team will continue to monitor feedback from users, residents, people experiencing homelessness, service providers, and City employees to identify any adjustments that may need to be made to improve the "Homeless Outreach / Encampment" report type.

As a reminder, Get It Done is only for Non-Emergency reports. In an emergency, please always dial 9-1-1. If you are experiencing homelessness, please call 2-1-1 or visit 211sandiego.org to access resources."

All requests for assistance for homeless issues from seeing those in need and camps should be reported to the city through the Get It Done app/website. This does not superspeed when witnessing criminal behavior and acts, those should be reported to dispatch as noted in the above information via the Non-Emergency line or 911.

v/r
Officer David Surwilo
San Diego Police Department
Community Relations Officer
Western Division



6 WINTER ENERGY-SAVING TIPS FOR THE OFFICE

This winter, you'll want to keep your customers and employees warm. Did you know that by implementing a few tips your business can save on its energy use? From regulating your temperature to involving employees in your energy-saving objectives, there are collaborative ways to lower your energy bills this winter.

Here are 6 tips that can help reduce your costs without having to sacrifice the comfort of your staff or customers:

Temperature control – adjusting the thermostat can help you save. When you're in the office, set your thermostat as low as is comfortable. At night, or when you're out, turn it back 10 – 15 degrees to save about 10 percent a year on your bill. Program a smart thermostat so you can set it and forget it!

Maintain and repair – the winter season is a great time to fix “energy leaks” or upgrade your building to be more energy efficient. Insulate older water heaters, too.

Tune your HVAC – just as a tune-up for your car can improve its gas mileage, an annual tune-up for your heating and cooling system can improve its energy efficiency and comfort levels.

Plug and seal leaks – got leaks? Plug and seal them with weather stripping and caulking to help prevent any heat loss which can be costly in the long run.

Plant trees around your building – this can help shield your office from weather conditions throughout the year, including winter winds.

Employee involvement – if you're looking for new ways to conserve energy, ask your employees for ideas. Educating your employees on ways they can be energy-conscious can help create a collaborative and energy-efficient work culture where everyone benefits.

For more ideas on how to lower your energy use at work, visit sdge.com/My-Business

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 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.