

The background image shows a pier extending into the ocean at sunset. The sky is a mix of orange, yellow, and blue, and the water reflects these colors. The pier's wooden posts are visible in the foreground and middle ground.

Ocean Beach MainStreet Association  
January 2022 Newsletter

*Happy New Year!*

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Ocean Beach MainStreet Association  
1868 Bacon Street, Suite A | San Diego, CA 92107  
(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.

#### **Barbara Iacometti, President**

Details SalonSpa, Executive Committee Chair

#### **Mike Akey, 1st Vice President**

Pacific View Real Estate, Design Chair

#### **Gary Gilmore**

Gilmore Family Jewelers, Economic Vitality Chair

#### **Craig Gerwig**

4864 Newport Avenue LLC

#### **Kyle Jaworski, Secretary**

Raglan Public House, Clean & Safe Co-Chair

#### **Matt Kalla**

Matt Kalla Insurance Agency, Clean & Safe Co-Chair

#### **Ron Marcotte**

Sign Diego

#### **Joella Peregoy**

OB Business Center

#### **Shawnn Silverman**

Dirty Birds OB

#### **Mike Stifano, Treasurer**

Winstons, Finance Chair

#### **CC Summerfield, 2nd Vice President**

CC Summerfield Realtor, Promotion Chair

#### **Beth Wright**

OB Barbershop

# Board & Committee Meeting Schedule

## OBMA COMMITTEE & BOARD MEETING SCHEDULE

No Design Meeting in January 2022

**Design Committee Meeting**

*Zoom*

Friday, 1/7/22 at 8:30am

**Promotion Committee Meeting**

*Zoom*

Tuesday, 1/11/22 at 8:30am

**Clean & Safe Committee Meeting**

*Zoom*

Wednesday, 1/12/22 at Noon

**Economic Vitality Committee Meeting**

*Zoom*

Wednesday, 1/12/22 at 1:00pm

**Finance Task Force Meeting**

*Zoom*

Thursday, 1/13/22 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](mailto:Kristen@OceanBeachSanDiego.com).*

## OBMA Staff & Contractors

### **OBMA STAFF**

**Denny Knox**, Executive Director

**Tracy Wagner**, Operations Manager

**Kristen Keltner**, Event & Program Manager

**Tricia Sommerville**—Coordinator Extraordinaire

Reach out to our team at

[info@OceanBeachSanDiego.com](mailto:info@OceanBeachSanDiego.com) or (619) 224-4906

### **FARMERS MARKET MGMT & STAFF**

#### **Community Crops**

**David Klamon**, Farmers Market Manager

**Farmers Market Team** - Tony & Richee

### **MAD CONTRACTORS & CONTRACTORS**

**Naturescape, Inc. • EcoClean Services**

**Brown Marketing**—PR Services

**Josh Utley**, Intrepid Network

# Welcome New OBMA Members



619-955-3165 | 1869 Cable Street, San Diego, CA 92107 | DougiesBest.com

 @DougiesBest |  @DougiesBest

*Bringing Authentic Philly Style Cheesesteaks and Hoagies to Ocean Beach*



**NOW  
OPEN**

**Seasonal Hours of  
Operation:**

Monday 11:00am – 8:00pm  
Tuesday 11:00am – 8:00pm  
Wednesday 11:00am – 8:00pm  
Thursday 11:00am – 8:00pm  
Friday 11:00am – 10:00pm  
Saturday 11:00am - 10:00pm  
Sunday 10:00am - 8:00pm

## Electric Bike Super Shop E-Bike

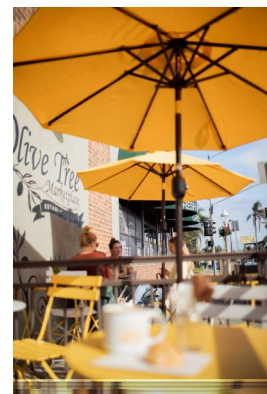
4944 Newport Avenue

<https://electricbikesupershop.com/>



## Vili's Health Bar—New Location

1780 Sunset Cliffs Blvd



## Vote Now—OBMA Annual Awards

It's that time of year again to nominate OBMA businesses that went above and beyond in 2021 and exemplified the OB spirit. Although all the businesses listed below will receive an award from the OBMA, it's your chance to vote for the "People's Choice Award" in each category.

**Voting will be open thru January 6, 2022 at 11:59pmPT.** Make sure to vote when you initially open this survey, once the survey is opened and closed it cannot be returned to later.

If you have questions regarding the survey, the nomination process, or would like to join one of our committees (who nominate these great businesses), reach out to the Ocean Beach Main-Street Association office at (619) 224-4906.

[Click here to nominate an OBMA Business!](#)

## Welcome Rincon Reservation Road Brewery to OB

The Rincon Band of Luiseño Indians, who debuted their Rincon Reservation Road Brewery (3R Brewery) in January 2020, is proud to announce the debut of their first off-reservation tasting room in Ocean Beach. With a private grand opening planned for Saturday, January 15, 2022, the new tasting room will open to the public on Sunday, January 16 at Noon. Since its debut in Valley Center, 3R Brewery has been named one of “12 Best New Breweries of 2021” by *Hop Culture* and is quickly making a name for itself in the national craft beer space. The new Ocean Beach tasting room will open initially with 12 taps including Red Rattler Amber Ale, Chief IPA, Luiseño Hazy IPA, Oasis Blonde, Rez Dog Hefeweizen, Tuupash Blueberry Saison, Alaawaka Spiced Hefeweizen, Oatmeal Stout and Coffee Stout. The new 3R Brewery tasting room is located at 4836 Newport Ave. Hours: Mon – Thurs Noon – 10pm, Fri – Sat Noon – 12am and Sun Noon – 10pm. [www.3rbrewery.com](http://www.3rbrewery.com)



# OBMA Holiday Sundowner

A huge thank you James Gang Company, Rosamaria Acuña, Realtor, Rincon Road Brewery, Hodad's and OB Meat Company for hosting and sponsoring the December Sundowner.



Rosamaria Acuña, Realtor  
CA DRE 00909097



**ROSAMARIA ACUÑA**  
REALTOR®

*Inspired Service. Inspired Results.*

P: (619) 890-2828

E: [AcunaRosamaria@gmail.com](mailto:AcunaRosamaria@gmail.com)

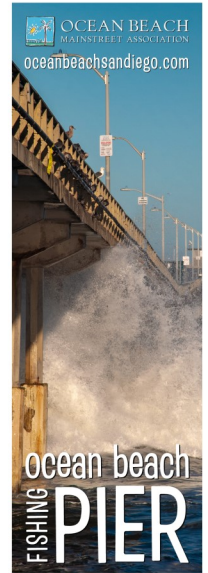
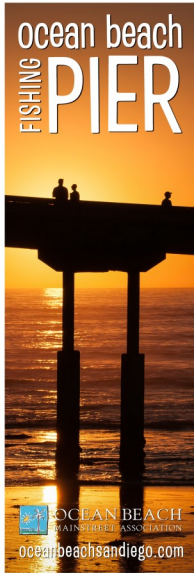
W: [JustCallRosa.com](http://JustCallRosa.com)



BERKSHIRE HATHAWAY | California Properties  
HomeServices



# 2022 Ocean Beach Banners



The OBMA's 2022 Banners will be installed mid-January.

Check them out throughout the downtown district, along Sunset Cliffs and as you enter OB.

Thank you, Josh Utlely for these great photographs of the Ocean Beach Pier.

## Holiday Garland & Bows must come down!

The Ocean Beach MainStreet Association, along with our amazing team of volunteers will take down the garland and bows on **Saturday, January 8th at 7:00am.**

Reach out to the OBMA team if you would like to volunteer.



(619) 224-4906

info@OceanBeachSanDiego.com

*Sign Up Genius*

<https://www.signupgenius.com/go/904084DACA82DA3F94-obma1>

# Community News

## Sidewalk Vending Ordinance

The proposed ordinance has been kicked down the road again. The new City council President says hie will this on. 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. [Click here for a link to the current elected officials. Please feel free to email or call them with your thoughts.](#)

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

[https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201720180SB946](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 contact your elected officials, please formulate your comments based on what the City Council has the authority to do within a sidewalk vending ordinance.

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](mailto:Tmartinez@sandiego.gov) .

[Questions or Concerns?](#)

[Email Councilperson Jennifer Campbell's Office](#)



# 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.