



OCEAN BEACH
MAINSTREET
ASSOCIATION

JULY 2024 NEWSLETTER



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OBMA BOARD OF DIRECTOR ELECTIONS

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OBMA Mission Statement & Board of Directors



OCEAN BEACH
MAIN STREET
ASSOCIATION

Our Mission

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

OBMA BOARD OF DIRECTORS

Barbara Iacometti, President
Hair Stylist, Executive Committee Chair

Mike Akey, 1st Vice President
Pacific View Real Estate

CC Summerfield, 2nd Vice President
CC Summerfield Realtor

Kyle Jaworski, Secretary
KNS Worldwide, LLC

Mike Stifano, Treasurer
Winstons, Finance Chair

Carter Moss
Submerge Church

Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

Ron Marcotte
Consultant

Ken Moss
Power Logic USA

Joella Peregoy
OB Business Center

Daisy Santana
Social Syndicate

Shawn Silverman
Dirty Birds OB

Beth Wright
OB Barbershop

OBMA TEAM

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

Dayna Cornell, Office & Farmers Market Coordinator

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamon, Farmers Market Manager

Farmers Market Team - Tony & Richee

MAD CONTRACTORS & CONTRACTORS

Naturescape, Inc.

Ecoclean Services

Centric Marketing - PR Services

Intrepid Network, Inc. — Multimedia Services



Every Wednesday • 4 PM to 8 PM
4900 Block Newport Avenue

[Board Agenda & Meeting Minutes>](#)

Lets be social!



OBMA Meeting Schedule & Member News

MEETING SCHEDULE

Hybrid meetings are available at the OBMA office or zoom unless otherwise noted.

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No Design Committee Meeting

NO Promotion Committee Meeting

Tuesday, 7/9/2024 at noon

Clean & Safe Committee Meeting

Wednesday, 7/10/24 at noon

Economic Vitality Committee Meeting

Wednesday, 7/10/2024 at 1:00 pm

Finance Task Force Meeting

Thursday, 7/11/2024 at noon

OBMA Board of Directors Meeting

Reach out to Tracy Wagner

Tracy@OceanBeachSanDiego.com for meeting information details and zoom links.

A message from President, Barbara Iacometti



Dear Members,

As our fiscal year closes as of June 2024, I wanted to thank all of our members, volunteers, board of directors, and supporters for their involvement in making this last year so successful for our organization. If it wasn't for your involvement, our organization could not exist.

I appreciate all the help we have received from so many of you at our Clean Ups, Farmers Market, OB Oktoberfest, Holiday Decorating events, Shop Small events, Annual Awards, Annual Marketing Breakfast, and of course the OB Street Fair.

Thanks for making Ocean Beach a wonderful, quirky community. Here's to a great year ahead.

New Law for Businesses Workplace Violence Prevention

[Resources>](#)



[FriendsOfOB.org>](https://FriendsOfOB.org)



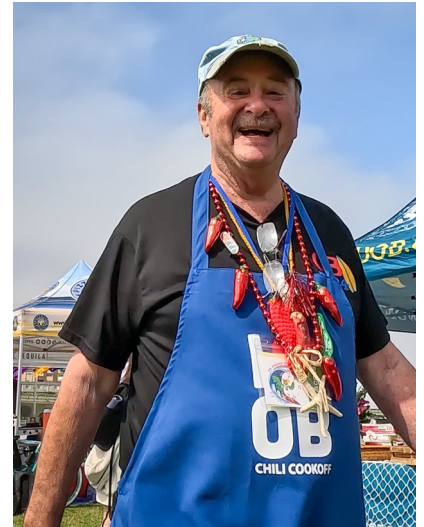
OCEAN BEACH
MAINSTREET
ASSOCIATION



OB Street Fair & Chili Cook-Off

Such a beautiful and fun day celebrating the 44th Annual OB Street Fair & Chili Cook-Off on June 22, 2024.

A huge thank you to all our sponsors, volunteers and the community!





OB Street Fair & Chili Cook-Off

CHILI COOK-OFF WINNERS



Congrats to our 2024 OB Chili Cook-Off winners!

Amateur Division · Judges Award

1st Place: Taste Buds

2nd Place: Monica Dewitt with California Wild Ales

Amateur Division · People's Choice

1st Place: Monica Dewitt with California Wild Ales

2nd Place: Feline Fire and the Green Spice Squad

3rd Place: Taste Buds

Hottest Chili

Trippin Hot Chili

OB Spirit Award

Grate Full Chili

Restaurant Division · Judges Award

1st Place: Pizza Port

2nd Place: Wonderland Ocean Pub

Restaurant Division · People's Choice

1st Place: Wonderland Ocean Pub

Chili Cook-Off Judges





OB Street Fair & Chili Cook-Off

DIRTY BIRDS WING EATING CONTEST



Congrats to our 2024 Dirty Birds Wing Eating Contest winners!

Wing Eating Champion:
Casey Evans
Dirty Birds Ocean Beach

Runner Up:
Travis Doroski
James Gang Printing



Most Money Raised:
Avery Jacoby
Allied Gardens Tang Soo Do Karate Academy

Kenny Cruze
Wonderland Ocean Pub

Total Raised - \$9,428.00

.....

A huge thank you to Shawnn Silverman and Dirty Birds Ocean Beach for supporting all things OB! In the past four years the Annual Dirty Birds Wing Eating Contest has raised \$27,678 for the OBMA's Program, Projects & Initiatives.





HODAD'S BURGER EATING CONTEST



A huge thank you to Hodad's for being a long time supporter of the OB Street Fair!



Shane Hardin with Hodad's





COMMUNITY MURAL PROJECT



Two beautiful murals were painted at the Street Fair.

One mural celebrating the Ocean Beach Woman's Club 100th anniversary and the second highlighting high tides & good vibes in Ocean Beach.



The Ocean Beach Woman's Club mural will be displayed in the US Bank Parking Lot and the High Tides & Good Vibes Mural will be located in Mallory's Parking Lot on the corner of Cable & Newport.



OB Street Fair & Chili Cook-Off

THANK YOU VOLUNTEERS!

Thank you to the thousands of hours of volunteer work it takes to put on the OB Street Fair & Chili Cook-Off each year. A huge thank you to the Street Fair & Chili Cook-Off committee members!

Check out more photos @ OceanBeachSanDiego.com



THANK YOU TO OUR AREA SPONSORS



GALLAGHER | BOLANDER | SMEDLEY | LLP



Around Town



Raglan Public House

Great article about Raglan's renovation

[SD News Article](#)>

Dog Days of Summer

Two small Ocean Beach businesses have come together to make a difference in the upcoming Summer months. Both Mad Munch & Ocean Beach Business Center are run by a husband and wife duo. Kate (Mad Munch) had an idea after multiple summers with witnessing dogs being left in cars. She reached out to Jo (OBBC) who jumped on board immediately and thus began their "Hot Dog" campaign.

We hope to get the word out and other businesses on board to remind Vacationers & Residents how unCOOL it is to leave your pooch in the passenger seat. The sign measures 24"x36" and will be put outside of Mad Munch during business hours daily.

Valkyrie Yoga Studio



[Local News Article](#)



OB Ambassador Program

Join us and become an OB Ambassador!

Join the Ocean Beach Ambassador team! Meet at the Veteran's Plaza on Saturday's during the summer. For more information reach out to the Ocean Beach MainStreet Association at (619) 224-4906.



Sidewalk Vending Ordinance

Message from Councilmember Jen Campbell's office Sidewalk Vending Permit Fee

On June 27th, the Community & Neighborhood Services Committee voted to maintain the annual cost of the Sidewalk Vendor permit fee of \$38. The Sidewalk Vending Ordinance requires that all individuals who participate in sidewalk vending to possess a City issued permit and photo ID. In an effort to reduce the barrier to entry for people wishing to participate in sidewalk vending, the fee was set at \$38, with an annual review by the City Council to determine if that amount is still appropriate.

OB Pier Renewal Project

When we hear more news about the pier we will post immediately. Currently the contractors and City departments are compiling all the information from the last workshop.



Ocean Beach Pier Working Group with City Staff · June 2024



PHOTO: JOSH UTLEY

Board of Director Elections

Ocean Beach MainStreet Association Board of Directors Election

VOTE HERE>

Learn more about the OBMA's Board of Directors and see what the Ocean Beach MainStreet Association is currently working on. The footer of our website OceanBeachSanDiego.com is full of valuable information. Deadline to vote is July 10th at noon.

Main Street Accreditation

Congratulations on being named a 2024 Main Street America Affiliate program!

Please find your recognition certificate attached.



MAIN STREET AMERICA

and

California Main Street

certify that

Ocean Beach MainStreet Association

has been recognized as a

2024 Affiliate Program

for meeting the standards of performance in 2023

A handwritten signature in black ink, appearing to read "Erin Barnes".

Erin Barnes
President & CEO
Main Street America

A handwritten signature in black ink, appearing to read "Hannah White".

Hannah White
Chief Impact Officer
Main Street America

OB Local Online Business Directory

Ocean Beach

Local Online Business Directory

The Ocean Beach MainStreet Association has updated our OB Local Online Business Directory with updated photos. We also added as much information to each members profile as possible, such as links to your website, social handles, images, and a 300 character description.

However, we were unable to locate all this information for every member. We encourage you to checkout the OB Local Online Business Directory and view your profile. If you need to make changes/updates you can do so by completing the OBMA Business Member Information form.

Maximize this great marketing tool to grow your business! Refresh your listing with new features and tools including the ability to include an image of your business or logo, along with a description and social media links.

A few fun facts about the OBMA Website & OB Online Business Directory:

In 2022 OceanBeachSanDiego.com had over 500K page views

- 82% were New Site Visitors
- 18% were Returning Visitors
- People living throughout California, Arizona, Texas, Washington and Nevada were the top visitor's to the directory

New OB Online Business Directory features include:

- 300 character description
- Social media handles and a photo of your business

Need help completing the form or just want to say hello, please reach out to Tracy Wagner at (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

[OB Local Online Business Directory](#)

[Update your profile by clicking here!](#)

OceanBeachSanDiego.com



Letter of Agency • Public Right of Way Permits

Letter of Agency

We continue to urge our merchants and property owners to fill out their LOAs so that SDPD has some ability to move campers off your private property. With all the recent crimes in the area, we need to all do our part to get our community back to normal. Letter of Agencies are valid for one calendar year, so make sure to renew every 365 days.

As a reminder, the Clean & Safe Committee meets at noon on the 2nd Tuesday of each month. If you would like to join in, please contact Tracy@oceanbeachsandiego.com for hybrid meeting information.

[Apply for LOA](#)

Public Right of Way Permits

Public Right of Way Enhancement/Use Program (PROW)

The requirement of a PROW is now necessary after three-year non enforcement period due to COVID. Signage can only be in front of your business establishment and cannot be in front of a neighboring business or on the corner of an intersection.

What Is The PROW?

The PROW is a program that allows merchants more leeway and enlivens the pedestrian experience in our district by allowing merchants to use the sidewalks in front of their businesses for outdoor displays of merchandise, placement of A-frame signs, and outdoor cafés without railings without getting cited by the City's Code Compliance department.

Why Do We Need The PROW?

Signs, including A-frames, portables, and temporaries, are not permitted within the public right of way – except under the PROW Program. In other words, without this program businesses would not be allowed to place anything on the sidewalks. That is why your compliance is necessary for Ocean Beach businesses to continue to participate in this program. It is important to note that this does not give merchants a carte blanche to overtake their sidewalk. There are regulations which must be strictly enforced for this program to succeed. The good part about this is that the City is not involved in licensing merchants to use the sidewalk and charging costly fees. Before this program, outdoor dining required a permit and the placement of a metal barricade to separate tables and chairs from the sidewalk. The permits and the railings were costly. Thus, Merchants were effectively prohibited from placing chairs and tables outside their businesses. Also prohibited were the placement of signs on the sidewalk and display of goods and products outside their businesses.

Who Administers The PROW?

The City of San Diego PROW program is administered by the Ocean Beach MainStreet Association for a modest fee (\$78 per year) and is enforced by the City's Code Compliance Department. An annual permit is issued for display. Contact Tracy Wagner at the OBMA office with any questions or concerns • (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

[Download PROW Packet](#)

U.S. Supreme Court Rules on Grants Pass Case

U.S. Supreme Court Rules on Grants Pass Case

The U.S. Supreme Court issued a decision in the Grants Pass case involving homeless encampments. I am pleased to say the Court agreed with IDA that city ordinances regulating camping on public property do not constitute "cruel and unusual punishment" barred by the Eighth Amendment.

In a 6-3 ruling written by Justice Neil Gorsuch, the Court writes, "Homelessness is complex. Its causes are many. So may be the public policy responses required to address it. At bottom, the question this case presents is whether the Eighth Amendment grants federal judges primary responsibility for assessing those causes and devising those responses. It does not."

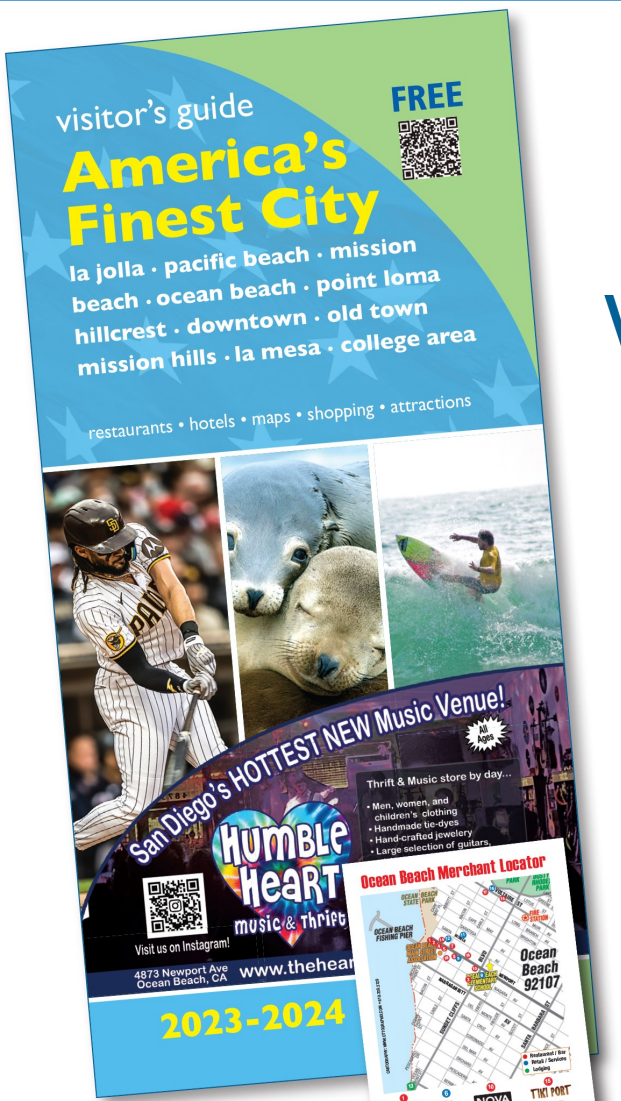
The opinion also cites the experience of many cities under Grants Pass and the earlier *Boise v. Martin* case, noting that many cities had told the Court that "the decision has made it more difficult, not less, to help the homeless accept shelter off city streets."

This reflects the language of the amicus brief IDA, along with several BIDs and other stakeholders, filed with the Court last Spring. As we wrote in our brief, "The *Martin-Grants Pass* [rulings] hamstring BID and other non-profit organizations' efforts to get people into shelter and off the streets for the benefit of both the unhoused and housed communities. Cities need a range of tools to address the homelessness crisis, which may at times include the need for enforcement in dynamic and flexible ways which *Martin-Grants Pass* prevents. No doubt these decisions were well-intentioned as a means to protect some of our country's most vulnerable citizens, but the practical effect has made things far worse for everyone, including and especially those without shelter."

Many of you provided invaluable information, and first-hand perspectives that helped us shape the amicus brief and convey to the Court the real-life impacts of the Ninth Circuit's decisions. Those perspectives clearly had an impact on the Court today. We are grateful for the support you provided, both in the preparation of the Grants Pass brief and the brief we submitted on the Boise case a few years ago.

We know that this decision – in fact, any decision the Court could have taken – will not solve the issue of homelessness. As an industry, we must remain committed to working with public and private sector partners to provide support, services and housing opportunities for those who are unhoused. At the federal level, IDA continues to advocate for increased funding for HUD homelessness grant programs. And on the local level, IDA members are taking a front-line approach to helping those in their downtowns who need assistance.

***This information was compiled and written by the
International Downtown Association (IDA)***



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Coastal VG Flyer (FAHEY GUIDE) 2024

Email Mike Fahey >

OBMA Committee Goals

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 2024 (July 2023—June 2024)

Clean & Safe Committee

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Define Ambassador Program goals and increase number of volunteers
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance

Design Committee

- ◆ Purchase, paint, and install ten new trash receptacles in MAD
- ◆ Provide the City of SD with needed information to replace dated parking signage on Newport Ave.
- ◆ Install updated wayfinding signage throughout Ocean Beach
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2024
- ◆ Paint five electrical boxes and maintain currently painted electrical boxes
- ◆ Create a plot map of the BID denoting the location of light poles and trash receptacles

Economic Vitality Committee

- ◆ Complete Who We Are & What We Do project
- ◆ Update OB Online Business Directory
- ◆ Establish membership goals
- ◆ Create SOP for new member onboarding
- ◆ Create SOP to engage current OBMA members
- ◆ Set-up auto renewal through credit card processing company for membership dues
- ◆ Send out annual survey

Promotion Committee

- ◆ Promote Who We Are & What We Do
- ◆ Promote updated OB Online Business Directory
- ◆ Create Shop Local OB event on Shop Small Saturday
- ◆ Create OB Holiday Gift Guide with Peninsula Beacon
- ◆ Design & market OBMA merchandise
- ◆ Design & market holiday ornament
- ◆ Create Street Fair & Chili Cook-Off logo
- ◆ Design & market new board game

[Click here for detailed committee information>](#)

OceanBeachSanDiego.com