



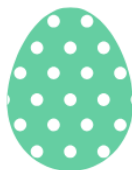
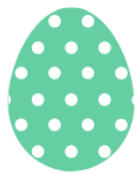
OCEAN BEACH  
MAINSTREET  
ASSOCIATION

## APRIL 2025 NEWSLETTER

*Happy Easter!*

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Ocean Beach MainStreet Association  
1868 Bacon Street, Suite A • San Diego, CA 92107  
(619) 224-4906 • [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

# OBMA Mission Statement & Board of Directors



OCEAN BEACH  
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ASSOCIATION

## Our Mission

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

### OBMA BOARD OF DIRECTORS

**Barbara Iacometti, President**  
Wakefield Properties, Executive Committee Chair

**Mike Akey, 1st Vice President**  
Pacific View Real Estate

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

**Kyle Jaworski, Secretary**  
K&S Worldwide

**Mike Stifano, Treasurer**  
Winstons, Finance Chair

**Carter Moss**  
Submerge Church

**Craig Gerwig**  
4864 Newport Avenue LLC

**Matt Kalla**  
Matt Kalla Insurance Agency

**Ken Moss**  
Power Logic USA

**Joella Peregoy**  
OB Business Center

**Daisy Santana**  
Social Syndicate

**Shawn Silverman**  
Dirty Birds OB

**Beth Wright**  
OB Barbershop

[Board Agenda & Meeting Minutes>](#)

### OBMA TEAM

**Denny Knox**, Executive Director

**Tracy Wagner**, Operation 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

Lets be social & friends!



# OBMA Meeting Schedule & Member News

## MEETING SCHEDULE

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

.....  
Tuesday, 4/1/2025 at 9:00AM  
**Design Committee Meeting**

Tuesday, 4/1/2025 at Noon  
**Clean & Safe Committee Meeting**

Wednesday,, 4/2/2025 at noon  
**Economic Vitality Meeting**

Friday, 4/4/2025 at 9:00AM  
**Promotion Committee Meeting**

Wednesday, 4/9/2025 at 1:00PM  
**Finance Task Force Meeting**

Thursday, 4/10/2025 at Noon  
**OBMA Board of Directors Meeting**

.....  
Contact Tracy@OceanBeachSanDiego.com if you would like us to add you to a committee.

## WELCOME NEW MEMBERS

**Edward Jones**  
**Financial Advisor Dylan King**  
(619) 497-0019  
[EdwardJones.com/dylan-king](https://EdwardJones.com/dylan-king)

**The Collective OB Jiu-Jitsu**  
**4944 Newport Avenue, Suite D**  
(760) 793-6808  
[OBJiuJitsuCollective.com](https://OBJiuJitsuCollective.com)

**The Alley Food Ministry, Inc.**  
(619) 985-0550  
[TheAlleyMinistry.org](https://TheAlleyMinistry.org)



[OB Business Directory](#)



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### Ocean Beach MainStreet Association Economic Vitality Committee

*presents*

## STOREFRONT IMPROVEMENT SEMINAR

WEDNESDAY  
APRIL 2ND @ 12:00PM

HYBRID  
1868 BACON STREET  
OR  
ZOOM

### Annual Maintenance Assessment District (MAD) Meeting

Wednesday, May 7, 2025 @ noon

More information will be mailed and emailed to Newport Avenue property owners.

# OB Street Fair & Chili Cook-Off



**SATURDAY, JUNE 28, 2025  
10AM - 8PM**

## Vendor Booths

It's time to start thinking about the Street Fair in June! Really? Yes, as many of you know we offer **discounts to our members** to have a booth and we would love to have lots of participation this summer. We were really happy with the local participation last year.

If you are interested in a booth, contact Tracy Wagner [Tracy@oceanbeachsandiego.com](mailto:Tracy@oceanbeachsandiego.com). The earlier you reserve the better able we are to accommodate placement requests.

Don't wait. Reserve your vendor booth space now for priority placement!

Call the OBMA team today at (619) 224-4906.

## Sponsorship Opportunities

We have Sponsorship opportunities available. Please reach out to Kristen Keltner at [Kristen@oceanbeachsandiego.com](mailto:Kristen@oceanbeachsandiego.com) if you are interested in sponsoring an area of the fair.



GALLAGHER  
BOLANDER  
SMEDLEY  
LLP  
TRUST & ESTATES ATTORNEYS

# March Sundowner Event

**Great Sundowner with Details Salon & Spa and Bluebird Play.**

**Checkout both of these businesses who have updated their interiors.**

**Beautiful and bright spaces.**

Lots of networking, mingling and great food from La Dona, OB Noodle House Bar 1502, Pomas, Northside Tavern and yummy ice cream from Lighthouse Ice Cream.







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# Ocean Beach Community Cleanup

Saturday, May 17, 2025

10AM to Noon

*Veterans Plaza*

*Sponsored by*



**resurrection**

OCEAN BEACH

*Thank you to our supporters*



**Service Kings**  
Home Services



**REST & RELAX**  
REAL ESTATE



# Meet Officer James Harris • OBMA BOD Elections

## Meet Community Relations Officer James Harris



Greetings Ocean Beach! My name is Officer James Harris. I joined the San Diego Police Department in 2021 and worked patrol here in Western Division until recently when I took on the role as a Community Relations Officer. This has been a natural transition since I have worked in customer service most of my professional career.

Prior to law enforcement I ran a small construction company helping build custom homes in several coastal communities throughout San Diego. Business was good, but I had wanted to be a police officer for some time. No regrets. This is a rewarding career and keeps me on my toes.

Enough about work – I have a great and supportive wife of almost 20 years. She encourages me to work hard, stay balanced and keep up with my real passion – Surfing. Fun fact: I moved to San Diego to attend San Diego State in 1999. Right after our day-one orientation, I drove straight west and found Ocean Beach Pier. This was my go-to spot to surf for several years. At home, my wife and I don't find much rest as we raise our four children, including a 13-year-old daughter in 7<sup>th</sup> grade, 11-year-old son and twin girls in 3<sup>rd</sup> grade.

I look forward to hearing from community members about any police related issues, including good news. Please reach out with your questions and suggestions, [HarrisJB@PD.sandiego.gov](mailto:HarrisJB@PD.sandiego.gov).

## OBMA Board of Directors Elections



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OBMA Board Elections coming up soon!

BOD Intent to Run Forms are available if you would like to consider running for a Board position at the Ocean Beach MainStreet Association.

The requirements necessary to run for the Board of Directors are as follows:

- Must be a member in good standing
- Must have served on one of OBMA's committees for at least one year
- Will have the time to devote to monthly board meetings, committees, and special events

**Intent to Run forms will be available online in mid-April.**

**Intent to Run forms need to be received by the OBMA office no later than noon on June 6, 2025.** Official election ballots go out on Monday, June 23, 2025, and must be returned to the OBMA Office no later than noon on July 9, 2024.



# OB Pier Surf & Skate Classic

Surf Sat May 3, 2025

Skate Sun May 4, 2025



Presented by the Hodad's Foundation & AWOL Productions

Registration & Signups @  
[www.obsurfclassic.com](http://www.obsurfclassic.com)

**LONGBOARD**  
**SHORTBOARD**  
**FAMILY DIVISIONS**

**Trophies** — **Raffle** — **Prizes**

Proceeds will go to The Hodad's Foundation for people Struggling with Alcohol and Substance Abuse, Mental Illness and our esteemed VETS.



# Around Town

## Resurrection OB • Event Space Available

Episcopal Church Center and Resurrection OB now has event spaces available.

Please see our new "Event Spaces" page: <https://edsd.org/spaces/>



## A message from Councilmember Campbell

Next month on April 24th, The San Diego LGBT Community Center will be doing their annual Dining Out For Life event. This is an event where dozens of participating restaurants, bars, coffeehouses, and nightclubs in San Diego will donate a minimum of 25% of sales for The Center's health and wellness programs including free HIV testing and STI screenings, behavioral health services, and support groups, along with resources for substance use disorder harm reduction. Councilmember Campbell wanted me to share this with all of our local, District 2 businesses in hopes that more of our D2 business would also participate.

LINK: <https://thecentersd.org/dofl/>

## Veterans Plaza

Veterans Plaza was fenced off on March 17, 2025 by the City of San Diego's Park & Rec department to resod the plaza. It's expected to reopen in early May in time for the Hodad's OB Pier Surf & Skate Classic.



## JOIN THE BOARD

Interested in running for the OBCF Board? Submit your name & candidate statement by **April 15, 2025.**



[www.tinyurl.com/OBCF2025Election](http://www.tinyurl.com/OBCF2025Election)



OBCF activities include advocacy, engagement, improvement, and community events, like the near pier pancake breakfast, taste of OB, holiday parade & tree, auction, and food & toy drive.



## OBCF Board Elections

Checkout the OB Community Foundation at <https://obcommunityfoundation.org/>

## Easter Egg Hunt

Join Love Thy Neighborhood for a joyful Easter Sunday with good food, great company, and plenty of fun—including an egg hunt and spring activities for the kids while you relax and connect with neighbors!



# 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.

**In 2024 OceanBeachSanDiego.com had over 800 thousand page views!**

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](mailto:Tracy@OceanBeachSanDiego.com).

[OB Local Online Business Directory](#)



### OB Local Directory Signage Project

The OB MainStreet Association will be installing 50 OB Business Directory signs throughout downtown Ocean Beach.

Visitors and the community can access our OB Local Online Directory through a QR code. These bright and colorful signs will be installed before summer.

*Scan here to view OB Business Directory*



## 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 1st Tuesday of each month. If you would like to join in, please contact [Tracy@oceanbeachsandiego.com](mailto:Tracy@oceanbeachsandiego.com) for hybrid meeting information.

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## 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](mailto:Tracy@OceanBeachSanDiego.com).

[Download PROW Packet](#)



# 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 2025 (July 1, 2024—June 30, 2025)**



## **Clean & Safe Committee**

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Grow Ambassador Program and increase business awareness
- ◆ Highlight and promote businesses who align with keeping OB Clean & Safe
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance and Enforcement

## **Design Committee**

- ◆ Install OB Online Directory signage throughout the BID
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2025
- ◆ Continue to oversee electrical box beautification program: Audit all electric boxes, paint five electrical boxes this fiscal year, and maintain currently painted electrical boxes
- ◆ Update a plot map of the Business Improvement District denoting the location of light poles and trash receptacles
- ◆ Continue to follow up with City of San Diego regarding replacement signage on Newport Avenue.

## **Economic Vitality Committee**

- ◆ Host a free shredding event in October 2024 for our members
- ◆ Host one Business Development Sessions per quarter
- ◆ 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
- ◆ Complete Who We Are & What We Do project utilizing Aliro Marketing

## **Promotion Committee**

- ◆ Promote Who We Are & What We Do
- ◆ Video content with team members, committee chairs, and board members
- ◆ Increase our digital marketing
- ◆ We can use text to audio, use video content with voice over
- ◆ 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 puzzle

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