



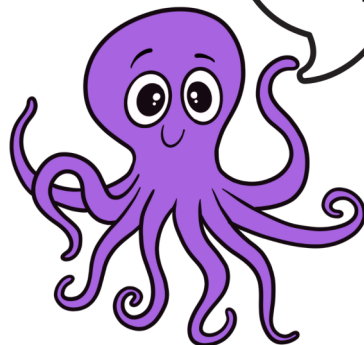
OCEAN BEACH
MAINSTREET
ASSOCIATION

FEBRUARY 2025 NEWSLETTER

*Happy Valentine's Day
Friday Feb. 14th*

IN THIS EDITION

OBMA Mission Statement & Board of Directors	2
Meeting Schedule & New Members	3
February Sundowner Event	4
Annual Awards Celebration	5
Annual Marketing Breakfast	6
OB Street Fair & Chili Cook-Off	7
OB Local Online Business Directory	8
Letter of Agency • Public Right of Way Permits	9
OBMA Committee Goals	10



Ocean Beach MainStreet Association

1868 Bacon Street, Suite A • San Diego, CA 92107 • OceanBeachSanDiego.com

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
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

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

[Board Agenda & Meeting Minutes>](#)

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, 2/4/2025 at 9:00AM
Design Committee Meeting

Tuesday, 2/4/2025 at Noon
Clean & Safe Committee Meeting

Wednesday,, 2/5/2025 at noon
Economic Vitality Meeting

Friday, 2/7/2025 at 9:00AM
Promotion Committee Meeting

Wednesday, 2/12/2025 at 1:00PM
Finance Task Force Meeting

Thursday, 2/13/2025 at Noon
OBMA Board of Directors Meeting

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

OB HOLIDAY DECORATIONS

Like they say what goes up, must come down. It was a fun holiday season in OB. A huge thank you to all our volunteers, especially Michele Amsterdam for taking the lead on all things OB holiday decorations. The bows and garland in downtown Ocean Beach were taken down on January 11, 2025—until next year!



Enforcement of New 'Daylighting' Law Begins Jan. 1, 2025

[Click here to learn more](#)

WELCOME NEW MEMBERS



Bluebird Play
4993 Niagara Avenue, Sute 200
[@bluebirdplayspace](#)

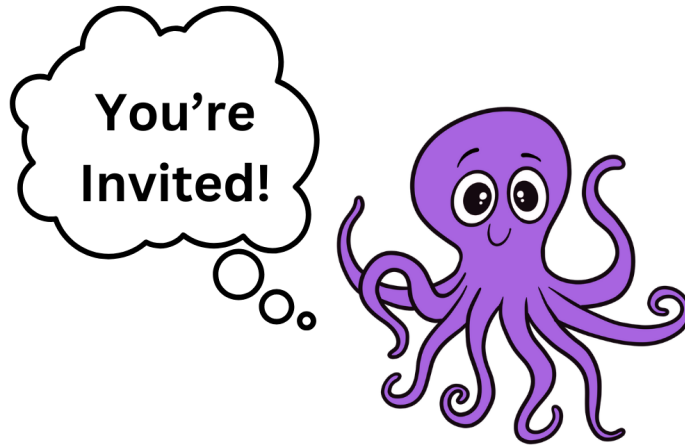
Simple Distributors LLC
[SimpleDistributors.net](#)



February Sundowner Event

Join us for an evening of fun & networking!

Open to all OBMA members and their key team members.



SUNDOWNER

FEBRUARY 27, 2025

5:30PM

5059 Newport Ave

HOSTED BY

Lighthouse Ice Cream

**BK Printing & South Beach Bar & Grille
& friends!**



OCEAN BEACH
MAINSTREET
ASSOCIATION

Would you like to host or co-host a Sundowner in 2025?

Reach out to the OBMA team and let us know.

[Hello@OceanBeachSanDiego.com](mailto>Hello@OceanBeachSanDiego.com)

Annual Awards Celebration

Such a fun evening celebrating OBMA businesses that exemplified the OB spirit in 2024.
Great to see close to 200 of our members & community partners at the event.

Thank you to all of our Food & Drink Donors, Table Sponsors & Contributors!



Main Event Sponsors
US Bank

Program Sponsors
The Peninsula Alliance
Gallagher, Bolander, Smedley LLC
Inn at Sunset Cliffs

Food & Drink Sponsors

- BBQ House
- California Wild Ales
- Cass Street Bar & Grill
- Chicken Over Rice Co
- Dirty Birds OB
- Johnny Manana's
- Kustom Kulture
- La Dona
- Learning Curve
- Educational Therapy
- Lighthouse Ice Cream
- Liticker's Newport Ave.
- Little Chef
- Mad Munch

- Margarita's Restaurant
- Mike's Taco Club
- Newbreak Café
- Nico's Mexican Food
- OB Beans Coffee Roasters
- OB Noodle House Bar 1502
- OB Smoothie
- OB Surf Lodge
- Olive Tree Marketplace
- Phattie's Bake Shop
- Pizzeria Luigi's
- Poma's Deli
- Raglan Public House
- SOI OB
- Sour Dough & Moore
- South Beach Bar & Grill
- Shunshine Co
- Dirty Birds OB
- The Bowl
- The Harp
- The Holding Co.
- Winstons
- Wonderland

Table Sponsors
Batten Accountancy
Catrina Russell Real Estate
Centric
Dirty Birds OB

- OB Business Center
- OB Community Foundation
- Ocean Gifts & Shells
- Peninsula Beacon/SDNews
- Pruett Realty
- Raglan Public House
- Simple Distributors/ & Service Kings
- St Peter's Preschool
- Submerge
- Wonderland OB/ OB Surf Lodge

Production Sponsors

- AJ Knox
- Centric
- Craig Gerwig
- Frame & Style Photography
- Inn at Sunset Cliffs
- Intrepid Network, Inc.
- Michele Amsterdam
- Music As You Like It
- Bev McCalla

Raffle Contributions

- Blue Water Seafood
- Closet Signature
- Creations Boutique
- Dirty Birds OB

- Dougie's Best
- Fat Boyz Pizza
- Hodad's
- Inn at Sunset Cliffs
- Island Life Foods
- James Gang Printing
- La Doña
- Learning Curve
- Educational Therapy
- Lighthouse Ice Cream
- Newbreak Café
- OB Antique Mall
- OB Community Foundation
- OB Gift Shop
- OB Hardware
- OB Surf Lodge
- Ocean Gifts & Shells
- Official Ocean Beach
- Peninsula Beacon
- Raglan Public House
- San Diego Crystals
- Seams to Me
- Shore Thing Pet Supply
- South Coast Surf Shops
- Tanya Joy Wellness
- The Black
- Wahines
- Wonderland



Program Sponsors



GALLAGHER
BOLANDER
SMEDLEY
LLP

TRUST & ESTATES ATTORNEYS



DISCOVER OCEAN BEACH



[View Award Winners & Photos>](#)



Photos of all the winners are available at OceanBeachSanDiego.com

Annual Marketing Breakfast

Mark your calendars and join us on Thursday, February 20, 2025
for the Annual Marketing Breakfast.



OCEAN BEACH
MAINSTREET
ASSOCIATION

Annual Marketing Breakfast Discover AI for Small Businesses

Discover Synergistic AI: Balancing Authenticity & Automation

Thursday, February 20, 2025

7:30am - 10:00am

St. Peter's by the Sea • 1371 Sunset Cliffs Blvd

Registration & light breakfast will be served at 7:30am,
followed by a presentation from professional speaker Stephanie Nivinskus
with SizzleForce Marketing.



SizzleForce
MARKETING



CENTRIC

The Peninsula
Alliance 
YOUR COMMUNITY CONNECTION



About Our Professional Speaker

Stephanie Nivinskus is a Certified AI Marketing Consultant & the CEO of SizzleForce Marketing. Known for ability to break down complicated marketing concepts and technologies into step-by-step solutions, she delights her audience by sharing attention-grabbing stories and insights. Learn more about Stephanie, SizzleForce Marketing, and all things AI at [SizzleForce.com](https://www.sizzleforce.com).

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. 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 if you are interested in sponsoring an area of the fair.

THANK YOU TO THE FOLLOWING SPONSORS



GALLAGHER
BOLANDER
SMEDLEY
LLP
TRUST & ESTATES ATTORNEYS

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.

[OB Local Online Business Directory](#)

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



OB Local Directory Signage Project

The OB MainStreet Association will be installing 100 plus OB 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.

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](#)

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>](#)