



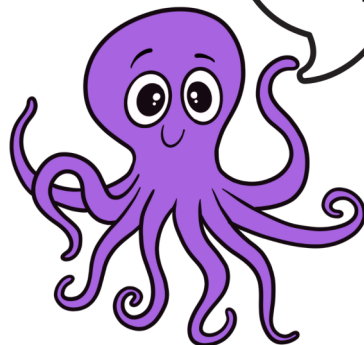
OCEAN BEACH  
MAINSTREET  
ASSOCIATION

## FEBRUARY 2025 NEWSLETTER

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

### IN THIS EDITION

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



*Join us!*  
Annual Marketing  
Breakfast  
Thursday, February 20th

# 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

[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, 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.



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](#)



## OB HOLIDAY DECORATIONS

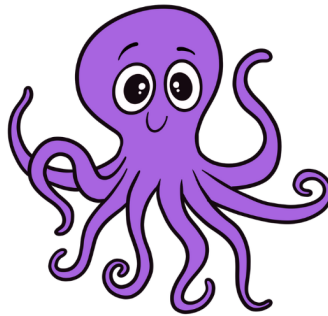
Like they say what goes up, must come down. It was a fun holiday season in OB. A huge thank you to all our volunteers, especially Michele Amsterdam for taking the lead on all things OB holiday decorations. The bows and garland in downtown Ocean Beach were taken down on January 11, 2025—until next year!



# Sundowner Event

There is NO SUNDOWNER IN FEBRAURY.

Please join us on March 27, 2025 for our next Sundowner.



## SUNDOWNER

MARCH 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  
Sunshine Co  
Tacos, Tortas & More  
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](http://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](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.

## 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](mailto: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](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>](#)