

OCEAN BEACH
MAINSTREET
ASSOCIATION

JULY 2025 NEWSLETTER

Happy July 4th!

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OBMA Board of Director Election

VOTE HERE

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

OBMA Mission Statement & Board of Directors

OBMA BOARD OF DIRECTORS

Barbara Iacometti, President
Wakefield Properties

Mike Akey, 1st Vice President
Pacific View Real Estate

CC Summerfield, 2nd Vice President
CC Summerfield Realtor

Kyle Jaworski, Secretary
The Jetty

Mike Stifano, Treasurer
Winstons

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

Shawnn 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 & FM Coordinator



FARMERS MARKET MGMT & TEAM

Community Crops

David Klaman, Farmers Market Manager

Farmers Market Team - Tony & Richee

MAD CONTRACTORS & CONTRACTORS

Naturescape, Inc. • MAD

EcoClean Services • Power-Washing Services

Centric Marketing • PR Services

Intrepid Network, Inc. • Multimedia Services



Every Wednesday • 4 PM to 8 PM

4900 Block Newport Avenue



Our Mission

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

OBMA Meeting Schedule & Welcome New Members

OBMA MEETINGS

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

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Design Committee Meeting
No meeting in July

Clean & Safe Committee Meeting
No meeting in July

Economic Vitality Meeting
No meeting in July

Promotion Committee Meeting
No meeting in July

Finance Task Force Meeting
Wednesday, 7/9/2025 at 1:00PM

Board of Directors Meeting
Thursday, 7/10/2025 at Noon

.....

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

WELCOME NEW MEMBERS

Brasseur Construction, Inc.

(858) 836-1502
BrasseurConstruction.com

Sine Wave Café

4810 Santa Monica Avenue
(619) 326-8660
SineWaveCafe.com

Correia Law Firm

5150 Voltaire Steet
(619) 251-1432

OBMA Business Directory



Upcoming Special Events!



September 6, 2025

October 10 & 11, 2025



OPEN HOUSE

All OBMA Members Welcome!
Thursday, July 24th
5PM—7PM

4851 Newport Avenue

OB Street Fair & Chili Cook-Off

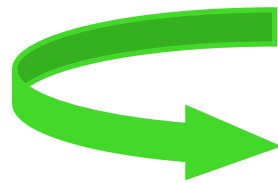


Recap from Saturday, June 28th!

Such a fun day celebrating summer, community & fun in the sun!



Total recap & complete photo albums [OceanBeachSanDiego.com](https://www.OceanBeachSanDiego.com)



OB Street Fair & Chili Cook-Off

CHILI COOK-OFF

What can we say the Chili Cook-Off contest brought the heat with 24 teams competing for various bragging rights! So much fun!



Peoples' Choice Awards

Amateur Division • California Wild Ales

Restaurant Division • Surf Lodge

[Full photo album and a list of all the winners](#)

OceanBeachSanDiego.com

OB Street Fair & Chili Cook-Off

Dirty Birds Wing Eating Contest

The crowd went absolutely wild as Sam Murray clutched a new record and devoured 35 wings during the Dirty Birds Wing Eating Contest!



Shout out to Shawnn Silverman with Dirty Birds OB for organizing the Annual Dirty Birds Wing Eating Contest. This community collaboration raised \$10, 625 this year and a total \$38, 303 in five years for OBMA's programs, projects & initiatives. Lets Go OB!

Hodad's Burger Eating Contest

This time honored tradition didn't disappoint the crowd as new comer Justin Uranga took first place by eating a full 6 hamburgers!



Thank You Sponsors!



GALLAGHER

BOLANDER

SMEDLEY

LLP

TRUST & ESTATES ATTORNEYS



Around Town



An's Electronic Repair Ribbon Cutting

OBMA's Vice President, Mike Akey was honored to help cut the ribbon for An's Electronic Repair on Saturday, June 21st.

Welcome new Groomer Kristi Dog Beach Dog Wash

With over 10 years of grooming experience, not only does she groom dogs, but she also grooms cats! Appointments are available daily. Call to make your appointment today at 619-523-1700!



SeaWorld Settlement Approval | Mission Bay Park Improvement Fund for Robb Field

A message from Manuel Reyes with Councilmember Jennifer Campbell's Office

I wanted to share some exciting news with you about Robb Field and Dusty Rhodes that you can share with your community groups. Following approval by the San Diego City Council today, the City of San Diego will invest nearly \$8 million in projects at park facilities across the City, including major upgrades to Robb Field and Dusty Rhodes in Ocean Beach. The allocation of funds comes from a legal settlement with SeaWorld over lease payments owed to the City by the theme park dating back to 2020. In total, 11 locations across the City have been identified to receive funding for a range of projects, with more than \$3.6 million allocated for the long-overdue replacement of the restrooms and playground equipment at Robb Field. The Robb Field General Development Plan, approved in April 2024, includes new restrooms and expanded playground facilities and the design process is currently underway with construction anticipated to start next year. Additionally, there is \$719,629 for the Dusty Rhodes restroom, playground and parking lot improvements, with construction expected to start also next year.

OBMA Board of Directors Elections

OBMA Board of Directors Elections

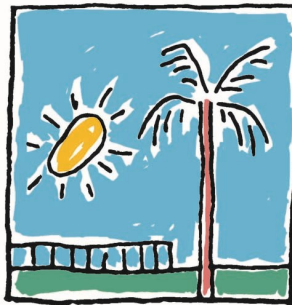
Ocean Beach MainStreet Association Board Elections—ballots are now open online!

Vote for up to five (5) candidates.

Ballots must be submitted by noon on Wednesday, June 9, 2025.

[VOTE HERE](#)

OCEAN BEACH



MAINSTREET
ASSOCIATION

OCEAN BEACH
MAINSTREET ASSOCIATION



ABOUT OBMA

- Volunteer
- Mission Statement
- Business Improvement District
- Maintenance Assessment District
- Board of Directors
- Committees
- Staff
- Timeline
- Annual Reports

MEMBER INFO

- Advertising Opportunities
- Become a Member
- Member Benefits & Resources
- Member Blog
- Member Directory
- Newsletters
- P.R.O.W. Program
- Renew Membership
- Storefront Improvement Program
- Submit Event or News

CONTACT OBMA

1868 Bacon St., #A
San Diego, CA 92107
(619) 224-4906

Regular Hours - M-F 10am - 4pm
Wednesday Hours - 10am - 6pm

Email Us
Get Directions
Farmers Market Vendor Application

MEDIA & PRESS

- Press Coverage
- History of OB
- Local News
- Photos of OB
- Videos of OB
- Brand Guidelines
- Elected Officials
- Newsletters



Learn more about the OBMA's board and committees at OceanBeachSanDiego.com

OceanBeachSanDiego.com

OB 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.

Last year 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](#)



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 this summer.

Scan here to view OB Business Directory



Letter of Agency • PROW 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 re-new 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 for hybrid meeting information.

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](#)

OceanBeachSanDiego.com

OBMA Improvements Around Town

OBMA Projects Around Town

CRIBS ON NEWPORT

The OBMA replaced two damaged cribs on Newport Avenue both on the 4800 block of Newport Avenue. One in front of US Bank and the other near OB Tire.

What is a crib you ask? Cribs are the custom metal features around the planters and palm trees. The cribs have a very local touch—the OB Seagull.



PALM TREES ON LAMP POSTS

The OBMA with the help of Chenzo, installed 8 palm trees that were missing on the lamp posts around town.



LAMP POST BASES

The OBMA hired Silva Construction to fix 6 lamp post bases in the downtown area. Next up is to power wash the bases. Dogs love these bases!

OCEAN BEACH TILE PROJECT

The OBMA replaced 44 tiles on the north side of Newport Avenue which were badly damaged. Did you know the OBMA installs 80 or more new tiles each year, plus we replace at no cost existing tiles that have seen better days. Learn more about the tile project >>>



Ocean Beach Banners & Wayfinding Signage

The OBMA replaced a handful of hardware on the OB Banners throughout OB. The poles on Sunset Cliffs Blvd. get the brunt of the wind during the winter. Also, the wayfinding sign in front of Pat's liquor on Voltaire Street feel down-oops! Thank you Pat's liquor for saving it. Happy to report the pole and sign have been fixed it's back up.

Electrical & White Lights on Newport Avenue

You may have noticed that the street lights and white lights on Newport Avenue were intermittently out for over a 3 month time period. We hired Zed Electric to troubleshoot all the problem and eventually were able to repair/replace the broken parts. In addition we installed covers on the holes at the bottom of 16 street lights!



LOVE THY
NEIGHBORHOOD



Respect OB

SUMMER MOVIE NIGHTS



Veteran's Plaza

June 7th

June 21st

July 5th

July 19th

August 2nd

Movies start at Last Light

We need Sponsors and Volunteers!

This event is
Free!

For movie details
and sponsorship
information, visit
our website!



LOVETHYNEIGHBORHOOD.WORLD/SUMMER

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)

Look for updated committee goals in the August Newsletter

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 2025 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