



OCEAN BEACH
MAINSTREET
ASSOCIATION

MAY 2025 NEWSLETTER



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Happy Mothers Day • May 12, 2025

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 Klamann, 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 COMMITTEE MEETING

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

Friday, 5/2/2025 at 9:00AM
Promotion Committee Meeting

No Design Meeting in May
Design Committee Meeting

Tuesday, 5/6/2025 at Noon
Clean & Safe Committee Meeting

Wednesday, 5/7/2025 at noon
No Economic Vitality Meeting
Annual MAD Meeting

Wednesday, 5/7/2025 at 1:00PM
Finance Task Force Meeting

Thursday, 5/8/2025 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

BUILD • Private Access Gym

1811 Sunset Cliffs Blvd.
619.304.9666
JoinBuildGym.com

Dough Boii

Freshly Baked Goods

Excelsa Café

1855 Sunset Cliffs Blvd.
ExcelsaCoffee.com

Little House of Flowers

1017 Rosecrans St.
619.994.3320
LittleHouseOfFlowersSD.com

Miller's Blueprint Chiropractic, Inc.

4969 Santa Monica Ave.
619.289.8693
MillersBlueprint.com

Sign It

3220 Kurtz St.
619.255.3322
Sign-It.com

The Correia Group & Coldwell Banker West

1851 Cable St.
619.564.6355
CorreiaGroup.com

Annual Maintenance Assessment District (MAD) Meeting



OCEAN BEACH
MAINSTREET
ASSOCIATION

**Annual MAD
Maintenance Assessment District**

Meeting

SAVE THE DATE

Wednesday, May 7, 2025 @ noon

OBMA Office or Zoom

OBMA Business Directory



OB Street Fair & Chili Cook-Off



Saturday
June 28, 2025
10AM - 4PM



Details at OceanBeachSanDiego.com



OB Street Fair & Chili Cook-Off



VENDOR BOOTHS

OBMA Members • Last Call for Vendor Booth Space on Newport Avenue!

As an Ocean Beach MainStreet Association member you receive a discount on vendor booth space and preferred placement.



Calling all Restaurant & Armature Chili Cookers!

Be a part of this long standing OB tradition and show off your restaurant's chili recipe. Compete for the best chili in either the Judges or People's Choice category.



Contact Us—Reach out to Tracy Wagner Tracy@OceanBeachSanDiego.com or (619) 224-4906 to reserve your vendor booth space or compete in the Chili Cook-Off.

OB Street Fair & Chili Cook-Off



SPONSORSHIP

OBMA Members • A couple sponsorship opportunities are still available.

As an Ocean Beach MainStreet Association member you receive a discounted rate on sponsorship opportunities. We seeking a community mural sponsor and bike valet sponsor. Reach out to Kristen Keltner.

Kristenn@OceanBeachSanDiego.com or (619) 224-4906

A huge thank you to our Sponsors!

Presenting Sponsor



BUZZ CANNABIS



GALLAGHER
BOLANDER
SMEDLEY
LLP
TRUST & ESTATES ATTORNEYS



 **PENINSULA
BEACON**
**The Peninsula
Alliance** 
YOUR COMMUNITY CONNECTION



Welcome to Ocean Beach



Scoops Ice Cream

Scoops Ice Cream opened at 4944 Newport Ave.
April 9th.

Serving up ultra-premium ice cream. With lots of flavors to choose from, including a wide variety of vegan options from [@vanleeuwenicecream](#) and even an Ocean Beach exclusive blue jasmine with passion fruit swirl there are plenty of choices. Scoops isn't just about ice cream. They also serve gourmet crepes made to order, including their classic Nutella crepe stuffed and layered with strawberries and bananas.



An's Electronic Repair

An's Electronic Repair opened at 1861 Bacon St
April 17th

We're charged up to announce An's Electronics Repair is officially open in Ocean Beach! They have a very unique menu featuring some great collaborations with [@ob.beans](#), [@iloveazucar](#) & [@ob_noodlehouse](#) Skrewball to name a few. So stop in for a byte!



DoughBoys Grill

Doughboys Grill opened at 4994 Newport Ave
April 25th

Enjoy sandwiches, pizza, hamburgers, fries, onion rings and more at this great new restaurant for locals.

April Sundowner Event cont.

So much fun was had at the April Sundowner hosted at Luigi's Pizzeria & Vinum Locus Wine Bar. A huge thank you to all our sponsors!



We Are Your Concierge Real Estate Company



REST & RELAX
REAL ESTATE



Service Kings
Home Services

PIZZERIA
LUIGI



Thank you to all the raffle sponsors!

An's Electronic Repair

BK Printing

Bradley Cookie

Call Glenn Again

Fernandes Landscaping

Matt Kalla Insurance

Neurogen Now

Johnny Manana

Little House of Flowers



Point Loma Summer Concerts

Revive Health & Vitality

Simple Distributors

The Power of Auger

The Point

Ulivo

Service Kings Home Services

Phattie's

Pizzeria Luigi's

Vinum Locus

April Sundowner Event

Photos from April Sundowner!



May Sundowner @ Dirty Birds

Thursday, May 22nd at 5:30pm

More details coming soon!

OB Pier Surf & Skate Classic

Surf Sat May 3, 2025 Skate Sun May 4, 2025



Hodad's
OB SD

AWOL
A Way Of Life

9TH ANNUAL
Ocean Beach Pier
SURF & SKATE
CLASSIC

2025

Presented by the Hodad's Foundation & AWOL Productions

Registration & Signups @
www.obsurfcassic.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.



OCEAN BEACH
MAINSTREET
ASSOCIATION

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

Celebrating the life of Leonard Teyssier



Celebrating the life of Leonard Teyssier, builder of the OB Pier



Opening of the OB Pier • July 1966

A message from Leonard's family to Ocean Beach

It is with sadness that I share the news that Leonard Teyssier, builder of the OB Pier, passed away earlier this month. While our hearts are heavy, our family feels incredibly proud and grateful to have had a father who contributed so much to San Diego.

Leonard held a deep and enduring love for the community of Ocean Beach. I vividly remember our visit in 2016, when he and I drove down to meet with the OB MainStreet Association in preparation for the 50th Anniversary of the OB Pier. During that visit, he marveled at how special the OB community remains - truly a place like no other. He remarked how fortunate San Diego is to have a neighborhood as unique, vibrant, and close-knit as OB. He felt deeply honored to be a part of this community in any way, and his connection to OB was something he cherished throughout his life.

To learn more about Leonard Teyssier and the Ocean Beach Pier

[OB Pier History, Construction, & Opening Weekend](#)

https://youtu.be/AH_8caxiVwc?si=GOiqxjFfYeuR6UdH

[OBMA's Pier Website Page>](#)



OBMA Board of Directors Elections

OBMA Board of Directors Elections

Ocean Beach MainStreet Association 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 are available online at OceanBeachSanDiego.com.

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, 2025.

[Intent to Run Form](#)

OCEAN BEACH MAINSTREET ASSOCIATION				
	ABOUT OBMA	MEMBER INFO	CONTACT OBMA	MEDIA & PRESS
	Volunteer	Advertising Opportunities	1868 Bacon St., #A	Press Coverage
	Mission Statement	Become a Member	San Diego, CA 92107	History of OB
	Business Improvement District	Member Benefits & Resources	(619) 224-4906	Local News
	Maintenance Assessment	Member Blog	Regular Hours - M-F 10am -	Photos of OB
	District	Member Directory	4pm	Videos of OB
	Board of Directors	Newsletters	Wednesday Hours - 10am -	Brand Guidelines
	Committees	P.R.O.W. Program	6pm	Elected Officials
	Staff	Renew Membership	Email Us	Newsletters
	Timeline	Storefront Improvement	Get Directions	
	Annual Reports	Program	Farmers Market Vendor	
		Submit Event or News	Application	

*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.

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](#)



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](#)



Peninsula Beacon

Announcement from the Peninsula Beacon



Dear Valued Advertiser,

We are writing to share some exciting news about a new chapter for our advertising team and what it means for you.

As of **May 1st, 2025**, our advertising team has officially joined **Number Six**, a full-service digital advertising agency representing the **Southern California News Network**—which includes the *San Diego Community News Group*, *Times of San Diego*, *The Coronado News* and *Stocktonia.org*.

This partnership marks an important evolution in how we serve you. By joining forces with Number Six, we can now offer expanded capabilities, smarter digital solutions, and a more strategic approach to local advertising—while maintaining the trusted local presence and relationships you've come to know through the San Diego Community News Group.

With this transition, please note the following important billing updates:

- All future invoices will be issued by and payable to **Number Six**.
- A new W-9 form for Number Six is included with this letter for your records and accounting purposes.

Our goal remains the same: to help your business grow by connecting you with our loyal, local readership in the most effective and innovative ways possible—across print, digital, and beyond.

If you have any questions or would like to explore new advertising opportunities with us under this exciting new structure, please contact your local rep. Thank you for your continued partnership and support. We look forward to what we can build together in this next chapter.

Warm regards,

Jordyn Gallegos-Allen
Vice President of Publisher Partnerships
jordyn@numbersix.com
numbersix.com



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

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 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