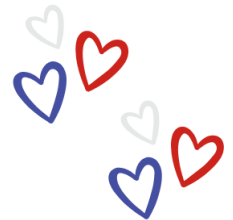




OCEAN BEACH
MAINSTREET
ASSOCIATION

JULY 2026 NEWSLETTER



Happy July 4th OB!

IN THIS EDITION

OBMA Mission Statement • Board of Directors	2
Meeting Schedule • BOD Election	3
OB Street Fair & Chili Cook-Off	4-9
Thank You OB Community Development Corp.	10
PL Summer Concerts • Anchored in Freedom Parade	11
Sunset Cliffs Auto Show	12
OB Business Directory	13-14
Letter of Agency • Public Right of Way Permits	15
Committee Goals	16



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

Craig Gerwig, 2nd Vice President
4864 Newport Avenue LLC

Kyle Jaworski, Secretary
The Jetty

Mike Stifano, Treasurer
Winstons

Raquel Freischlag
Love Thy Neighborhood

Desiree Guillen
BK Printing & Official Ocean Beach

Matt Kalla
Matt Kalla Insurance Agency

Carter Moss
Submerge Church

Ken Moss
Power Logic USA

Joella Peregoy
OB Business Center

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

OB Coastal Connections • Social Media



Every Wednesday • 4 PM to 8 PM

4900 Block Newport Avenue



Sundowner

No Sundowner in July

Join us on Thursday, August 27th
Gallagher, Bolander & Smedley LLP

Look for the official invite in August!



Our Mission

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

OBMA MEETING SCHEDULE

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

Clean, Safe & Beautification Committee Meeting
No meeting in July

Economic Vitality Committee Meeting
No meeting in July

Promotion Committee Meeting
No meeting in July

Finance Task Force Meeting
Wednesday, July 8, 2026 at 1PM

Board of Directors Meeting
Thursday, July 9, 2026 at noon

OBMA Board of Directors Elections

OBMA Board of Directors Election



Our 14 member volunteer board of directors is the heart and soul of our organization.

Vote now through Wednesday, July 8th at noon.

[Vote Now>](#)

Welcome New OBMA Member

Riley Bacon, Real Estate Agent
Keller Williams of La Jolla

7979 Ivanhoe St. • La Jolla, CA 92037
(760) 504-7915

Real Estate, Real Estate Services & Property • Non-Profit & Community Resources

OB Street Fair & Chili Cook-Off Recap



Tens of thousands of people enjoyed Ocean Beach on June 27th!
Thank you to everyone who participated in this time-honored community event!!!



OB Street Fair & Chili Cook-Off



CHILI COOK-OFF

AMATEURS

Judge's Awards

FUNKIN CHILI • 1ST PLACE

KANES K-9'S & ANIMAL RESCUE • 2ND PLACE

People's Choice Awards

FUNKIN CHILI • 1ST PLACE

COOPERS OB CHILI • 2ND PLACE

SHIPMATE CHILI • 3RD PLACE

OB Spirit Awards

THE TASTE BUDS

RESTAURANTS

Judge's Awards

PIZZA PORT • 1ST PLACE

TACOS, TORTAS & MORE • 2ND PLACE

People's Choice Award

TACOS & TORTAS

[More Photos>](#)

OB Street Fair & Chili Cook-Off

Dirty Birds Wing Eating Contest



The 6th Annual Dirty Birds Chicken Wing Eating Contest raised \$10,375 for the OB Clean & Safe Program.

A wholehearted shout out to all of the 13 contestants & sponsoring organizations (listed below) for leading this truly successful community collaboration. Our annual event has raised \$48, 678 for our beloved community!

Wing Eating Contest:

Wing Champ: Scott Ditzenberger (30) California Wild Ales

2nd Place: Lucas Clark (24) Submerge Church

3rd Place: Casey Stroosma (23) Wonderland Ocean Pub

3rd Place: Jason Owens (23) Pool Dudes

Most Money Raised:

1st: Alison Lyons: (\$1800) Ocean Beach Woman's Club

2nd: Alyse DeLuca: (\$1402) Dirty Birds Ocean Beach

3rd: Avery Jacoby: (\$1275) Dirty Birds

2026 Contestants:

Alison Lyons: Ocean Beach Woman's Club

Cody Machado: Ocean Beach Community Foundation

Lucas Clark: Submerge Church OB

Alyse DeLuca: Dirty Birds Ocean Beach

Jeff Lacey: Love Thy Neighborhood

Avery Jacoby: Dirty Birds Liberty Station

Casey Stroosma: Wonderland Ocean Pub

Sam Murray: Dirty Birds College Area

Paul Harrison: Johnny Manana Ocean Beach

Jason Owens: Pool Dudes (Just Swim)

Jacob Launius: Questus

Scott Ditzenberger: California Wild Ales OB

Alexander Rodriguez: Silk Screen & Embroidery

MC's: Jefferson Jay & Wax

Special Guests: The Dirty Bird's Chickens

OB Street Fair & Chili Cook-Off



Hodad's Burger Eating Contest

Congratulations to the Hodad's Burger Eating Contest **Winner Fausto Baltazar**. He was the **first to enjoy seven Hodad's burgers!**

Thanks to everyone who participated in this time-honored OB contest.



OB Street Fair & Chili Cook-Off

Community Mural

The community added their own brushstrokes to 472 mural squares
This year the murals celebrated the USA turning 250 and our theme Enjoy OB.
The two murals will be displayed in Ocean Beach for people to enjoy for years to come.



A huge thank you to all the volunteers!



OB Street Fair T-Shirt & Fair Tote Bag

Great tote for strolling around OB!

This spacious tote bag showcases our vibrant full-color logo. The reusable shopping bag measures 14 inches wide by 14.5 inches tall, with a 5-inch bottom gusset.

[Purchase Merch>](#)

OB Street Fair & Chili Cook-Off

A huge thank you to our Sponsors!

Presenting Sponsor • Buzz Cannabis

Main Stage Sponsor • The Peninsula Alliance

92107 Stage Sponsor • Catrina Russell Real Estate

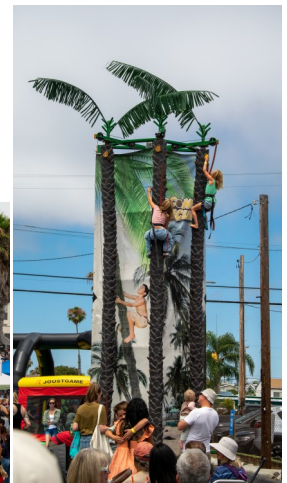
Chili Cook-Off Sponsor • Weedmaps

Trolley Sponsor • Gallagher, Bolander & Smedley, LLP

Submerge • Family Fun Zones

Bike Valet • Wings Army

Enjoy OB Letters • US Bank



OceanBeachSanDiego.com



OceanBeachSanDiego.com

Thank You OB Community Development Corporation



A better OB Starts with the OB Community Development Corporation. Newport Avenue White Light Project Grant

The Ocean Beach MainStreet Association is grateful to the OBCDC for partnering with the OBMA to ensure Newport Avenue continues to shine bright.

Their grant to the OBMA is much appreciated.

The white string lights in the downtown district on Newport Avenue have begun to be replaced and are shining bright. The full installation will be complete by the end of summer.

[Checkout their website and all their projects>](#)

Dedicated to the vibrancy, infrastructure, and community life of Ocean Beach since 1994.

Current & Recent Projects

 Active Community Grants Program Funding capital improvement projects with lasting community impact. Applications open to organizations and residents working to improve Ocean Beach. Program Overview >	 Fundraising Underway Saratoga Children's Park & Adult Fitness Stations A new beachside playground and adult fitness area — giving OB families the same world-class amenities enjoyed by other San Diego beach communities. Project Overview >
 Active Veteran's Plaza Update OBCDC has partnered with the Midway Foundation to permanently honor local veterans with Legacy Bricks at the new Freedom Park by the USS Midway Museum. Read the story >	 Active Voltaire Street Arts District This initiative aims to transform a three-block stretch into a vibrant arts district to enhance public engagement, create a creator community, and support local businesses. Project Overview >

Anchored in Freedom Parade • PL Summer Concerts

Point Loma Summer Concerts

The PL Summer Concerts
are around the corner.



[PLSC Website>](#)



Liberty Station & Love Thy Neighborhood Present:

Anchored in Freedom Parade & Festival

Liberty Station and Love Thy Neighborhood invite the community to celebrate at the inaugural

Anchored in Freedom Parade & Festival on Friday, July 3, 2026, from 1–5 PM at Liberty Station.

This patriotic, family-friendly event will feature a vibrant parade of creative floats, followed by live music from Navy Band Southwest, a Dirty Birds wing-eating contest, a patriotic costume contest, and activities for all ages.

The event is currently seeking parade participants, vendors, and sponsors. Local businesses, nonprofits, schools, and community groups are encouraged to get involved by entering a float, hosting a booth, or joining in the celebration—an excel-

[All the details here>>>](#)

Sunset Cliffs Auto Show

SATURDAY 9.12.26



10:00AM-3:00PM

PT. LOMA AVE. & SUNSET CLIFFS BLVD.

PRESENTED BY:



SCAN ME!

KIDS ZONE/AWARDS CEREMONY
VIP PARTY/MUSIC/FOOD
MERCH/RAFFLES



WIN OR LOSE 3-POINT COMPETITION AT THE KIDS ZONE!

— PROUDLY SPONSORED BY —

BK Printing
Ocean Beach, CA



Brad Zencik
www.bzencik.smugmug.com



CATRINA
RUSSELL

Pedals
The Metal

EFFICIENT
WORKING
BODIES



Be Part Of The Ride

www.sunsetcliffsautoshow.com | @sunsetcliffsautoshow

OB Directory Signage Project

The Ocean Beach MainStreet Association installed over 100 OB Business Directory signs throughout the downtown business district, Sunset Cliffs Blvd. & Voltaire Street.

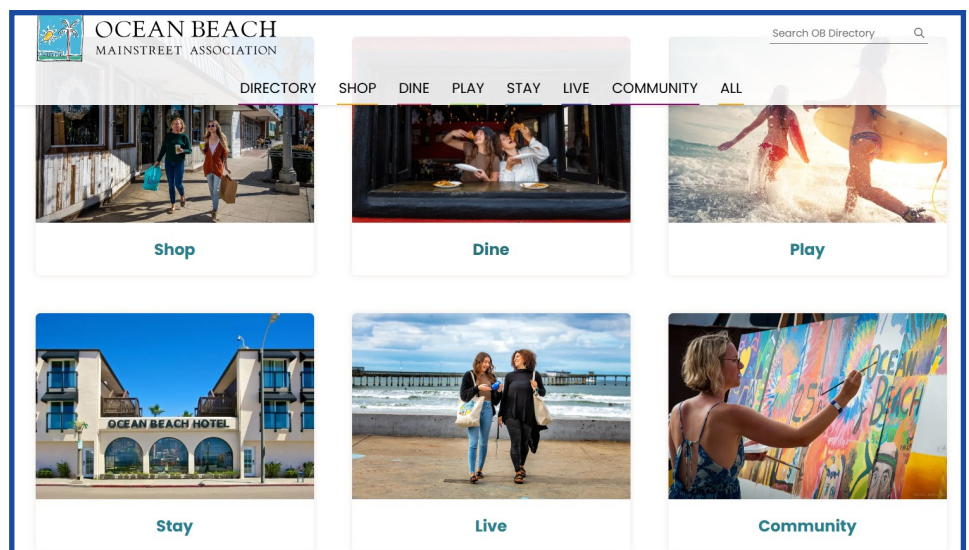


Scan QR Code and search the OBMA Business Directory



The community and visitors alike can now access the OB Business Directory by using the QR code which leads to OceanBeachSanDiego.com.

To date we've had 411 Engagements.



OB Business Directory

Ocean Beach Local Online Business Directory UPDATE YOUR LISTING TODAY!

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 Directory Signage Project

Scan here to view OB Business Directory

[OB Local Online Business Directory](#)



[Click here to make changes to your directory profile!](#)

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 2026 (July 1, 2025—June 30, 2026)

Our committees will establish goals for FY27 in August. Join us and be a part of the conversation!

Clean, Safe & Beautification Committee

- ◆ 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
- ◆ Promote local businesses who support keeping OB clean & safe
- ◆ Install OB Online Directory signage throughout the BID
- ◆ Design new banners and install in January 2026
- ◆ 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 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

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

