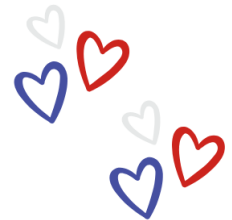


OCEAN BEACH  
MAINSTREET  
ASSOCIATION

# JULY 2026 NEWSLETTER



## Happy July 4th OB!

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# 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 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

**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 • 1<sup>ST</sup> PLACE

KANES K-9'S & ANIMAL RESCUE • 2<sup>ND</sup> PLACE

#### People's Choice Awards

FUNKIN CHILI • 1<sup>ST</sup> PLACE

COOPERS OB CHILI • 2<sup>ND</sup> PLACE

SHIPMATE CHILI • 3<sup>RD</sup> PLACE

#### OB Spirit Awards

THE TASTE BUDS

### RESTAURANTS

#### Judge's Awards

PIZZA PORT • 1<sup>ST</sup> PLACE

TACOS, TORTAS & MORE • 2<sup>ND</sup> 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

### 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:

1. Alison Lyons: Ocean Beach Woman's Club
2. Cody Machado: Ocean Beach Community Foundation
3. Lucas Clark: Submerge Church OB
4. Alyse DeLuca: Dirty Birds Ocean Beach
5. Jeff Lacey: Love Thy Neighborhood
6. Avery Jacoby: Dirty Birds Liberty Station
7. Casey Stroosma: Wonderland Ocean Pub
8. Sam Murray: Dirty Birds College Area
9. Paul Harrison: Johnny Manana Ocean Beach
10. Jason Owens: Pool Dudes (Just Swim)
11. Jacob Launius: Questus
12. Scott Ditzenberger: California Wild Ales OB
13. 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!**

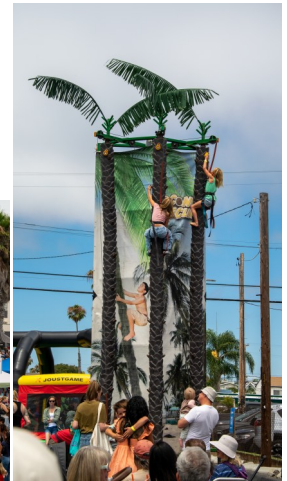
This spacious tote bag showcases our vibrant full-color logo. The reusable shopping bag measures 14 inches wide by 14.5 inches tall, with a 5-inch bottom gusset.

[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



# 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.




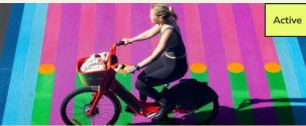
Their grant to the OBMA is much appreciated.

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

 <p>Active</p>	 <p>Fundraising Underway</p>
<p><b>Community Grants Program</b></p> <p>Funding capital improvement projects with lasting community impact. Applications open to organizations and residents working to improve Ocean Beach.</p> <p><a href="#">Program Overview &gt;</a></p>	<p><b>Saratoga Children's Park &amp; Adult Fitness Stations</b></p> <p>A new beachside playground and adult fitness area — giving OB families the same world-class amenities enjoyed by other San Diego beach communities.</p> <p><a href="#">Project Overview &gt;</a></p>
 <p>Active</p>	 <p>Active</p>
<p><b>Veteran's Plaza Update</b></p> <p>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.</p> <p><a href="#">Read the story &gt;</a></p>	<p><b>Voltaire Street Arts District</b></p> <p>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.</p> <p><a href="#">Project Overview &gt;</a></p>

# Anchored in Freedom Parade • PL Summer Concerts

## Point Loma Summer Concerts

The PL Summer Concerts are around the corner.



**POINT LOMA SUMMER CONCERTS**

LIVE MUSIC  
DANCING  
FAMILY FUN

Celebrating 26 amazing years of Point Loma Summer Concerts in '26!

Free Concerts Every Friday Evening from  
July 10th - August 7th  
Point Loma Park  
1049 Catalina Blvd  
Jr. Stage Band 5:30 pm  
Main Stage Band 6:30 pm

Countdown to Summer Concerts 26!

**9d 0h 0m 0s**

[PLSC Website>](#)

**250**  
1776 & 2026

LIBERTY STATION & LOVE THY NEIGHBORHOOD PRESENTS  
FRIDAY, JULY 3 • 1PM - 5PM • INGRAM PLAZA

**Anchored  
IN FREEDOM**  
PARADE & FESTIVAL

FEATURING LIVE MUSIC  
BY THE NAVY BAND SOUTHWEST

WING-EATING CONTEST • COSTUME CONTEST  
KIDS ACTIVITIES + MORE

AMERICA 250

LEARN MORE

LIBERTY NEIGHBORHOOD

## 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

Trinidad Motors

Brad Zencik  
www.bzemcik.smugmug.com

St. Peter's by the Sea  
All Are Welcome

MUSIC AS  
YOU LIKE IT  
PRODUCTIONS

OCEAN BEACH  
MAINSTREET  
ASSOCIATION



CATRINA  
RUSSELL

Pedals  
The Metal

EFFICIENT  
WORKING  
BODIES

ADRIAN DOES  
DETAILING

Be Part Of The Ride

www.sunsetcliffsautoshow.com | @sunsetcliffsautoshow

OceanBeachSanDiego.com

# 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.

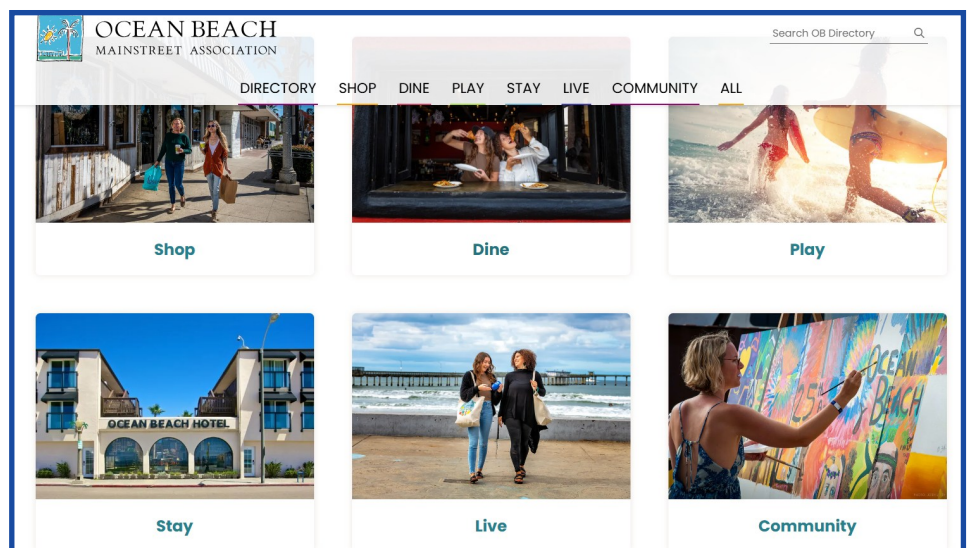


Scan QR Code and search the OBMA Business Directory



*The community and visitors alike can now access the OB Business Directory by using the QR code which leads to [OceanBeachSanDiego.com](http://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](mailto: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

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](mailto:Tracy@oceanbeachsandiego.com) for hybrid meeting information.

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## 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](#)

# 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

