

OCEAN BEACH
MAINSTREET
ASSOCIATION

JUNE 2026 NEWSLETTER



Saturday • June 27, 2026 • 10AM—8PM

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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 Board Elections

Interested in joining the OBMA Board of Directors!
Intent to run forms are available on
OBMA's website.

Details at OceanBeachSanDiego.com

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



Our Mission

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

OBMA Mission Statement & Board of Directors

OBMA MEETING SCHEDULE

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

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Clean, Safe & Beautification Committee Meeting
Tuesday, June 2, 2026 at noon

Economic Vitality Committee Meeting
Wednesday, June 3, 2026 at noon

Promotion Committee Meeting
Friday, June 5, 2026 at 9AM

Finance Task Force Meeting
Wednesday, June 10, 2026 at 1PM

Board of Directors Meeting
Thursday, June 11, 2026 at noon

AI for Small Businesses Workshop



AiNews.com

A huge thank you to Alicia Shapiro with [AiNews.com](https://ainews.com) and [Alirio Marketing](https://alirio.com) for presenting at the AI for Small Business Workshop, which was held on May 12th.

[Workshop Recap>](#)

Thank you to Submerge & OB Beans for supporting this workshop!

[OceanBeachSanDiego.com](https://oceanbeachsandiego.com)

Welcome New OBMA Members

Welcome New OBMA Members

Sunnyvale Consulting

408-431-0999

www.sunnyvalejenn.com

Category

Specialty Services • Community Resources

Point Loma Estate Planning, APC

2305 Historic Decatur Rd., Ste. 100

San Diego, CA 92106

619-550-7437

www.pleplaw.com

Category

Specialty Services • Community Resources



OB Planning Board celebrated its 50th Anniversary

This is the best photo I took. OB Planning Board celebrated its 50th Anniversary at Dirty Birds OB. Mike Akey who currently serves as 1st Vice President of OB Main-Street said a few words of encouragement to all those attending the Planning Board Event. Mike served on the very first OB Planning Board in 1976. The event drew a big crowd of past and current planning board members.

OB Street Fair & Chili Cook-Off



Vendor Applications Closing Soon!

Join us on Newport Avenue • Saturday, June 27th

OBMA Members Receive 20% Discount

Email Tracy Wagner to reserve your space>>>

Music Line Up

OB Street Fair & Chili Cook-Off



Chili Cook-Off Master Tasting Ticket

Enjoy this time-honored event!

Chili Cook-Off with a view of the Pacific Ocean.

The Chili Cook-Off tastings, featuring both amateur and restaurant divisions. Kicks off 11 a.m. and end around 1:30 p.m. or when the contestants run out of chili.

Try every recipe and vote!

[Purchase Master Tasting Ticket>](#)

Official OB Street Fair & Chili Cook-Off T-Shirt

Limited edition!

Purchase your t-shirt. Pick Up available now.

[Purchase 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 Tote Bag>](#)

OB Street Fair & Chili Cook-Off

Chili Cookers Last Chance to Compete

Amateur & Restaurant Division

Last chance to sign up and compete!

[Chili Cooker Contest Form>](#)

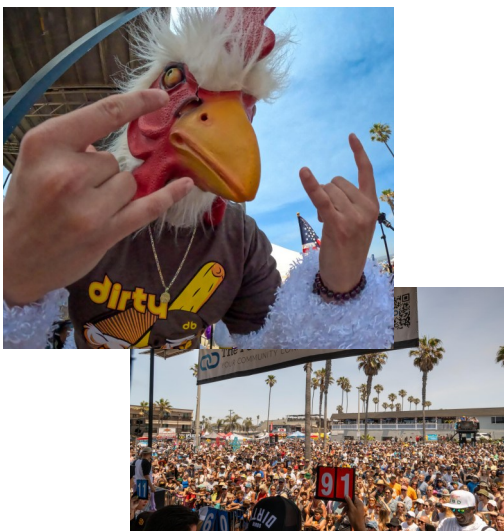


Hodad's Burge Eating Contest

Join us for this time-honored tradition.

Interesting in competing this year? Reach out to our team.

[Burger Eating Contest Interest>](#)



Dirty Birds Wing Eating Contest

Join us for the 6th Annual Dirty Birds Chicken Wing Eating Contest during the 2026 OB Street Fair & Chili Cook-off on Saturday, 6/27. Event will take place on the main stage (pier parking lot) at 1:00pm.

Come cheer on the contestants and see who will be crowned the 2026 champion. Prizes are given to the wing eating champion and the person who raises the most money. Once again, all money raised will be donated to the Ocean Beach MainStreet Association's Clean, Safe & Beautification program, projects and initiatives. Our annual contests have raised over \$38,303 for the community!

[Interested Email Shawnn Silverman>](#)

Sundowner

May Sundowner

Another epic Sundowner hosted by Dirty Birds, Catrina Russell, Tami Fuller, Submerge & Love Thy Neighborhood.

A huge thank you to everyone who supporter this Sundowner.



No Sundowner in June!

Join us at Street Fair on June 27th

Point Loma Concerts in the Park

Friends of the Summer Concerts

The Point Loma Summer Concerts are around the corner. This fun summer tradition is seeking a few more businesses to support this event.



Friends of the
Summer Concerts

	LOYAL FAN \$50 – \$200	<ul style="list-style-type: none">✓ Recognition as a LOYAL FAN in printed and digital materials✓ SPOTIFY PLAYLIST based on the concerts✓ Tax-deductible donation
	GUITAR HERO \$250 – \$550	<ul style="list-style-type: none">✓ Recognition as a GUITAR HERO in printed and digital materials✓ 2 LIMITED EDITION T-SHIRTS✓ 2 LIMITED EDITION SWEATSHIRTS✓ 2 LIMITED EDITION WATER BOTTLES✓ Commemorative decal
	HEADLINER \$600 – \$950	<ul style="list-style-type: none">✓ Recognition as a HEADLINER in printed and digital materials✓ 2 LIMITED EDITION T-SHIRTS✓ 2 LIMITED EDITION SWEATSHIRTS✓ 2 LIMITED EDITION WATER BOTTLES✓ 2 WEEKLY LAWN CHAIR RENTALS✓ 2 COMMEMORATIVE DECALS✓ SPOTIFY PLAYLIST based on the concerts
	ROCKSTAR \$1000 to \$4900	<ul style="list-style-type: none">✓ Recognition as a ROCKSTAR in printed and digital materials✓ All the benefits of the HEADLINER PLUS✓ Inaugural member recognition plaque✓ 2 VIP luncheons with board and supporting members before and after✓ Reserved seating in the area of choice✓ VIP ROCKSTAR PARKING✓ VIP MEMBER LANYARD
	CONCERT ANGELS \$5000+	<ul style="list-style-type: none">✓ Recognition as a CONCERT ANGEL in printed and digital materials✓ All the benefits of the ROCKSTAR PLUS✓ Membership of the PRESIDENTIAL ADVISORY CIRCLE (VOLUNTARY)✓ Participation in the YOUTH GRANT COMMITTEE (VOLUNTARY) that helps decide which youth programs are given our grants

Thank you for helping keep the music playing in Point Loma!

[PLSC Website>](#)

OceanBeachSanDiego.com

Love Thy 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.

HAPPY BIRTHDAY AMERICA
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

LOVE
THE
NEIGHBORHOOD

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

OceanBeachSanDiego.com

Virtual Summer Reading Program



LEARNINGCURVEEDTHERAPY.COM

VIRTUAL SUMMER READING SKILLS PROGRAM FOR K-5

Build Strong Reading Foundations This Summer!



Lessons include the five core skills of literacy:

- Phonological awareness (sound skills)
- Phonics (letter-sound relationships)
- Reading Fluency
- Vocabulary development
- Comprehension



Ideal for:

- Emerging readers
- At grade level readers
- Struggling readers
- Readers with skill gaps
- Readers with dyslexia
- Readers with visual or auditory processing difficulties
- Homeschool readers

Summer lessons run June 15 – Aug 22

- 1:1 private sessions
- Prepaid packages (4,6,8, or 10 weeks)
- Affordable 30-minute sessions
- Personalized lesson plan
- Morning or afternoon sessions



Benefits include:

- Prevents “summer slide”
- Maintain & strengthen reading skills during summer months
- Builds confidence
- Improves foundational literacy skills

Contact us at:
(310) 749-8495

info@learningcurveedtherapy.com

Member of OCEAN BEACH MAINSTREET ASSOCIATION



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
MAIN STREET
ASSOCIATION



CATRINA
RUSSELL

Pedals
The Metal

EFFICIENT
WORKING
BODIES

ADRIAN DOES
DETAILING

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.

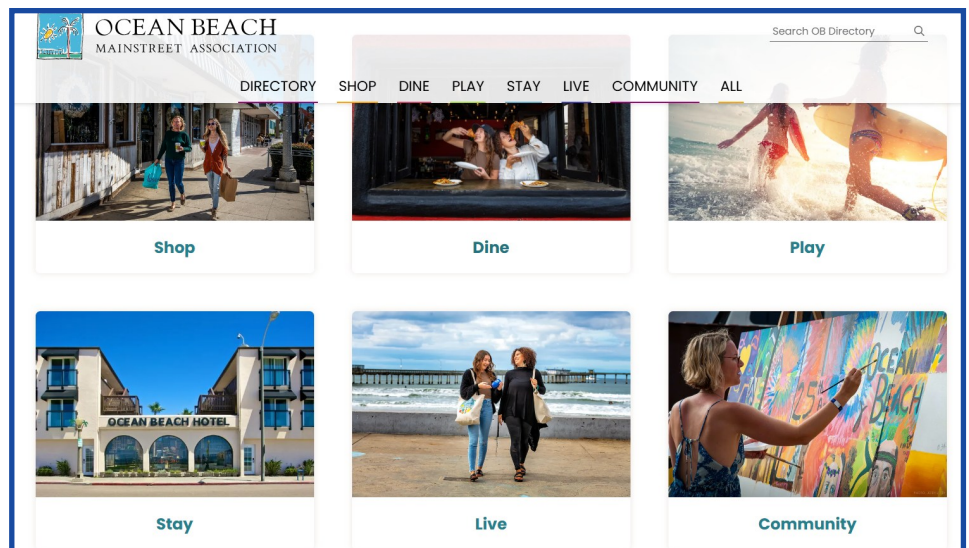


Scan QR Code and search the OBMA Business Directory



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 312 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

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](#)

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)

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

