OCEAN BEACH MAINSTREET ASSOCIATION

OCTOBER 2026 NEWSLETTER



IN THIS EDITION

OBMA Mission Statement • Board of Directors	2
Meeting Schedule	3
City of SD El Nino Prep • Sidewalk Vendor Hotline	3
Welcome New Members • Co-Op Advertising	4
Sundowner	5
Sunset Cliffs Auto Show & Pancake Breakfast	6
OB Oktoberfest	7
OB Restaurant Walk	8
Tis The Season	9
Get To Know OBCDC & White Light Grant	10-11
Around Town	12
OB Business Directory Signage	13
PROW & LOA	14
Committee Goals	15



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

Carter Moss, President
Submerge Church

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

Barbara Iacometti
Wakefield Properties

Matt Kalla
Matt Kalla Insurance Agency

Cindy Kimball
Details Salon & Spa

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

Forbes Creative • Social Media Management

OCEAN BEACH FARMERS MARKET

Every Wednesday • 4 PM to 8 PM

4900 Block Newport Avenue

MAIN STREET AMERICA

BID ALLIANCE

CALIFORNIA MAIN STREET
PEOPLE SHAPING PLACES

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.

Promotion Committee Meeting
Friday, October 2 @ 9:00AM

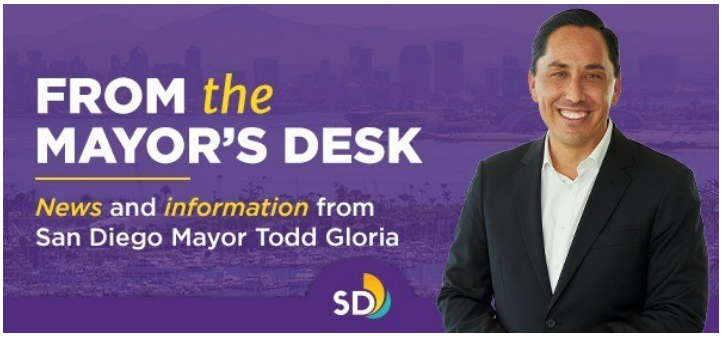
Clean, Safe & Beautification Committee Meeting
Tuesday, October 6 @ noon

Economic Vitality Committee Meeting
Wednesday, October 7 @ noon

Finance Task Force Meeting
Wednesday, October 7 @ 1:00PM

Board of Directors Meeting
Thursday, October 8 @ noon

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



City of San Diego El Nino Preparation Resources>

Sidewalk Vending Food Vendor Concerns

OBMA members if you have a concern about a sidewalk food vendor there is now a help desk through the County of San Diego. Please email or call:

Email: FHDComplaints.LUEG@sdcounty.ca.gov
Phone: (858) 505-6903

Welcome New Members

A huge welcome to our newest OBMA members.

Dawson Wise Real Estate
Dawson Wise
Real Estate
Specialty Services

Sunset Marketplace OB
4979 Newport Ave
San Diego, CA 92107
(619) 455-2697

@sunsetmarketplaceob

Co-Op Advertising Opportunity for OBMA Members

Coming in November: OB Holiday Deals

A Co-op Direct Mail Advertising Opportunity for OBMA Members

Want to mail your best holiday offer directly to **10,000 local households**?



SD Local is printing and mailing **10,000 giant 9×12 post-cards** featuring holiday offers from participating local businesses. As an OBMA member, you get special treat-ment:

Online Deals Hub: In addition to the direct mail piece, your ad is featured on the OB Holiday Deals page on the OBMA website. This added exposure is available to OBMA members only.

Early Access: The OB Holiday Deals postcard has **just 18 spot**s. OBMA members get access to the reservation sys-tem **one week before** it opens to non-members.

Get all the details and see demos of the postcard and online deals hub at **OBLocalDeals.com**.

September Sundowner

Such a great Sundowner at
The Jetty & The Artist Outpost
on Voltaire Street.

A huge thank you to Alley Ministries and Point Loma Comprehensive Dental for contributing some great prizes for the opportunity drawing!















Join us on October 22nd at Bluebird Play & Details Salon & Spa for the next Sundowner.

Sunset Cliffs Auto Show & OB Pancake Breakfast

The OBMA partnered with the Sunset Cliffs Auto Show for another great event!

This year the OBCF joined the fun with their Pancake Breakfast.













OB Oktoberfest



The Countdown is On!

Throw It Back. Raise a Stein.

We're throwing it back to Y2K! This October 9–10, join us for our biggest and boldest Ocean Beach Oktoberfest yet—a nostalgic weekend packed with throwback vibes, beachside energy, and over 20 years of Oktoberfest tradition. With our expanded beachfront footprint, this year's 21+ festival features two days of live music on the Jägermeister Main Stage, high-energy DJ sets at the Buzz Cannabis Electronica Stage, VIP experiences, drink specials, local vendors, and nonstop entertainment.

The weekend kicks off with Flashback Friday Locals Night, featuring the Local Legends Stein Hold and 2-for-1 beers until 5 PM. On Saturday, the party continues with the OB+RL Beach Party from 12-5 PM featuring the Mr. & Ms. Oktoberfest Bikini Competition, and the Y2K After Dark Neon Party from 8-10 PM on the Electronica Stage, where throwback beats and glowing vibes keep the celebration going late into the night.

Test your skills in Oktoberfest favorites like the Stein Holding Competition, Pretzel Toss, and Brat Eating Contest, plus nostalgic games, interactive experiences, and plenty of Y2K-inspired surprises. For over 20 years, OB Oktoberfest has been about more than great beer—it's been about giving back. Thanks to your support, we've donated more than $850,000 to local organizations, helping keep Ocean Beach thriving.

So grab your friends, dust off your lederhosen, and kick off the festivities with 2-for-1 beers on Friday until 5 PM and Saturday until 1 PM.Whether you're a longtime Oktoberfest fan or joining us for the first time, this is one weekend you won't want to miss.

Stay tuned for artist announcements, ticket releases, and exclusive surprises!

Details & VIP Tickets>

Restaurant Walk



Purchase Ticket Here>

Bars, Breweries & Restaurants there is still time to sign up to participate!

Reach out to Tracy Wagner at (619) 224-4906 or Tracy@OceanBeachSanDiego.com

OB Holidays

The holiday are around the corner! Our team will be stopping by businesses towards the end of October with a step-by-step guide to highlighting the spirit of Ocean Beach this holiday season!

Exciting news — the Storefront Holiday Decorating Contest is back!

Get your business into the holiday spirit, attract new customers, and help make Ocean Beach festive & welcoming for locals and visitors alike. From creative window displays to full storefront transformations, this is your chance to showcase your business and add a little OB personality to the season.

Together, we can create a fun, festive atmosphere throughout the OB Business Districts and highlight why everyone ENJOYS OB!



Storefront Decorating Contest

Kicks off on Saturday, 11/28

Shop Small Saturday & Shop Local OB
Saturday, 11/28

10AM –4PM



OBeachy Bingo

Begins on Saturday, 11/28

Email the OBMA Team>

Reach out to the OBMA Team if you're interested in participating in OBeachy Bingo &/or interested in sponsorship opportunities .



OBCDC Website>

Thank You OB Community Development Corporation

OCEAN BEACH
COMMUNITY DEVELOPMENT
CORPORATION

A better OB Starts with the OB Community Development Corporation.

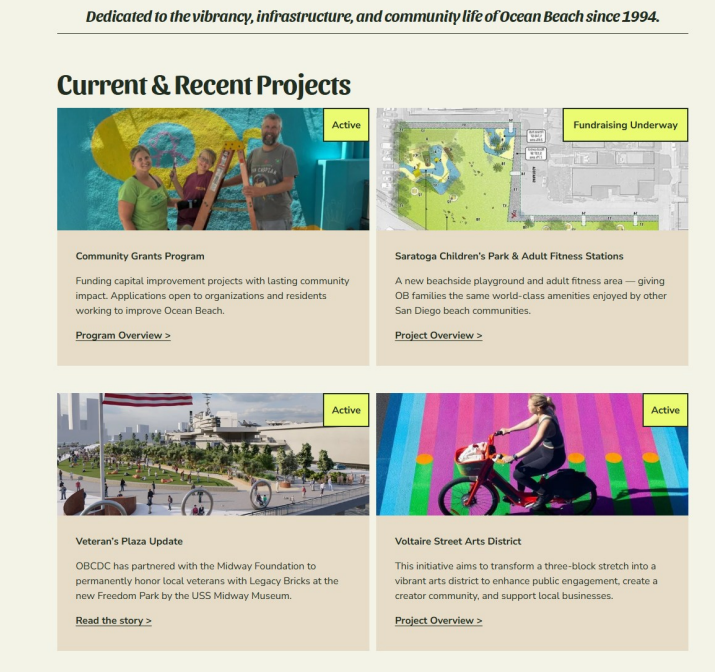
Newport Avenue White Light Project Grant

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 are being replaced and are shining brightly. The full installation will be complete any day now.

Checkout their website and all their projects>



Member Happenings Around









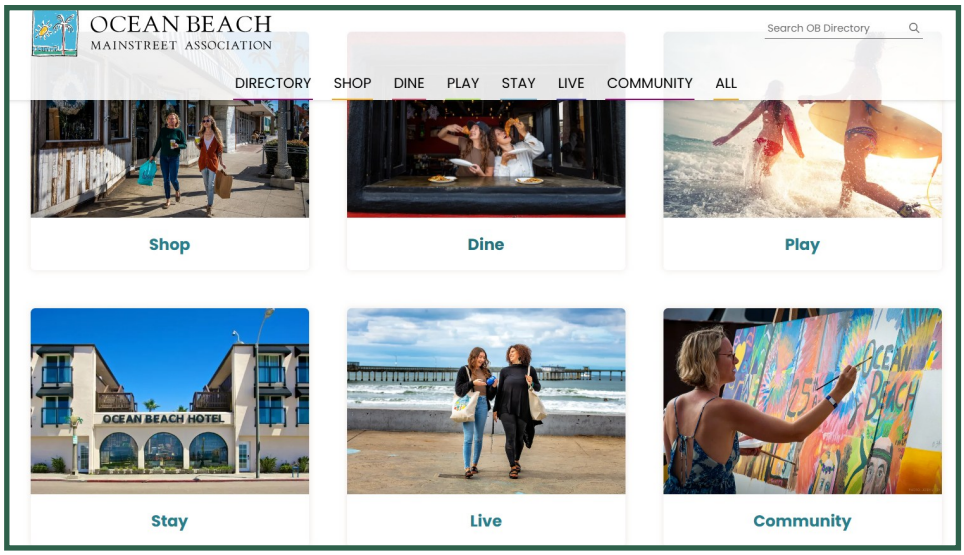
OB Directory Signage Project

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









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 renew 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. Contract 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.

FY27 Committee Goals

Goals were established during our August committee meetings

Clean, Safe & Beautification

- Rename the park currently known as Veterans Plaza
- Develop a project for a flagpole at the corner of Newport Avenue & Abbot Street
- Historical plaque for Alert Bookstore
- Establish monthly graffiti abatement task force
- Explore and research a new tile project on a wall in downtown Ocean Beach
- Explore alternative solutions to assist businesses on in the MAD due to lack of sidewalk vending ordinance and enforcement

Economic Vitality

- Review and launch new member onboarding procedures
- Host two Business Development Sessions this year
- Set up auto-renewal through credit card processing company for membership dues
- Draft membership referral program process and aspire to launch
- Curate and Send out annual survey

Promotion

- Increase our digital marketing
- 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 using artwork submitted through a contest
- Create Street Fair & Chili Cook-Off logo
- A responsive approach to the monthly OBMA member newsletter
- Video content with team members, committee chairs, and board members
- Promote community mural self-guided walking tour

