OCEAN BEACH MAINSTREET ASSOCIATION

SEPTEMBER 2026 NEWSLETTER



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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

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

OCEAN BEACH FARMERS MARKET

Every Wednesday • 4 PM to 8 PM

4900 Block Newport Avenue

Save the Date
OB Restaurant Walk
Tuesday, October 20, 2026
Details coming soon!

MAIN STREET AMERICA

BID ALLIANCE

CALIFORNIA MAIN STREET
PEOPLE SHAPING PLACES

Our Mision

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

OBMA Meeting Schedule • Board Elections



Welcome OBMA's New President Carter Moss

Carter is a software developer-turned-pastor and has been leading neighborhood churches for the past 21 years. He and his wife Jenn & their 3 kids moved to OB in 2013--and have loved it from day one! Carter planted his own independent church (Submerge) in OB in 2023, and was able to move into a beautiful space on Newport Avenue in 2025.

Carter has served at many community events over the past 13 years, has been part of the OB Clean & Safe Committee during that span (he now co-chairs it), and has partnered with many local schools, businesses, & community organizations. He has also served for 3 years on the OBMA Board.

OBMA MEETING SCHEDULE

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

Clean, Safe & Beautification Committee Meeting
Tuesday, September 1st@ noon

Economic Vitality Committee Meeting
Wednesday, September 2nd @ noon

Promotion Committee Meeting
Friday, September 4th @ 9:00AM

Finance Task Force Meeting
Wednesday, September 9th @ 1:00PM

Board of Directors Meeting
Thursday, September 10th @ noon

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



We celebrated Barbara Iacometti's final board meeting as OBMA President with a special lunch from Chicken Over Rice and a photo book highlighting her incredible involvement with the Ocean Beach MainStreet Association since she was elected President 15 years ago. After 15 years of leadership, dedication, and countless contributions to the Ocean Beach community, Barb is ready to enjoy a little more time traveling—but she won't be going too far! Barb will continue serving on the OBMA Board of Directors and as Chairperson of the OB Street Fair & Chili Cook-Off, so we're lucky to still have her experience, enthusiasm, and commitment to OB. Thank you, Barb, for 15 amazing years as President and for everything you continue to do for Ocean Beach.

Welcome New Members

A huge welcome to our newest OBMA members.

Eating OB

James Every

www.eatingob.com

Category

Eats & Drinks

Community Resources

Hug Zone

David Ellis

Category

Nonprofit & Community Resources

Specialty Services

Sunset Marketplace opens on Newport Avenue

4979 Newport Ave.
San Diego, CA 92107





Welcome to OB Chula Tacos

1719 Newport Ave.
San Diego, CA 92107
www.eatchulatacos.com

August Sundowner

GALLAGHER
BOLANDER
SMEDLEY
LLP

TRUST & ESTATES ATTORNEYS

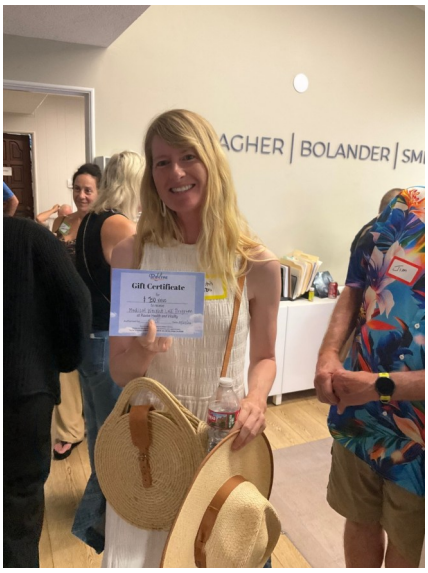
A huge thank you to Lori & Poppy with Gallagher, Bolander, Smedley, LLP for hosting an amazing Sundowner.

Their beautiful office and courtyard is the perfect gathering place to mingle and network.















Join us on September 24th at The Jetty for the next Sundowner.

Sunset Cliffs Auto Show









OB Pancake Breakfast



You BATTER believe it!

The OB Pancake Breakfast is back and ready to roll!
This year, we're joining the Sunset Cliffs Auto Show for the most delicious morning of pancakes, cars and community at Point Loma Avenue and Sunset Cliffs Boulevard. Fuel up in the parking lot of St. Peter's by the Sea Lutheran Church with a full breakfast — of pancakes hot off the griddle, sausage, fruit, orange juice and coffee — and browse our silent auction filled with gift cards, merchandise and experiences from local businesses.

Then check out the classic and custom vehicles, Kids Zone and much more!

All proceeds support OB Community Foundation's community programs and events:
Including the upcoming:
OB Restaurant Walk • October 20th
OB Holiday Parade • December 5th

Purchase Tickets or Tables Here>

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!

OCEAN BEACH MAINSTREET ASSOCIATION

Details & VIP Tickets>

Jägermeister

OceanBeachSanDiego.com

Thank You OB Community Development Corporation

OCEAN BEACH
COMMUNITY DEVELOPMENT
CORPORATION

A better OB Starts with the OB Community Development Corporation.

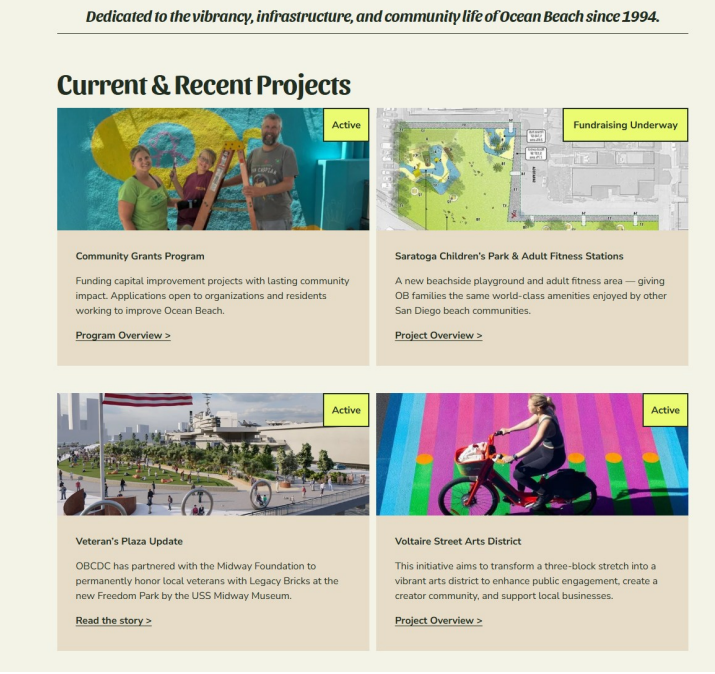
Newport Avenue White Light Project Grant

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 by early Fall.

Checkout their website and all their projects>



BETTER OB CONTEST

Do you have an idea to make the Ocean Beach community stronger, more connected, or more vibrant? If so, we want to hear it!

The Ocean Beach Community Development Corporation (OBCDC) is a non-profit organization dedicated to promoting the vibrancy of OB. **The OBCDC provides funding** and other resources for projects that improve the community. **To further these efforts we are launching our 1st annual "Better OB Contest"**

We're inviting residents, students, local innovators… anyone and everyone to share their creative ideas to improve our community. Whether it's a public space improvement, event, infrastructure need, beautification possibility, or anything else we've never thought of… if it benefits the community, we want to hear your ideas - the OBCDC has funds for the community and wants to put them to use!

The OBCDC will choose one of the submitted ideas and work towards making it a reality.

How to participate: Click on this link or scan the QR code below to fill out the simple form explaining your idea(s)

Who is eligible: Everyone *(you can choose to be involved with the implementation of your idea or not)*

Timeline: Submissions must be made by September 30, 2026

This is your chance to turn inspiration into action.
Speak up, dream big, and help shape the future of our community!

OCEAN BEACH
COMMUNITY DEVELOPMENT
CORPORATION

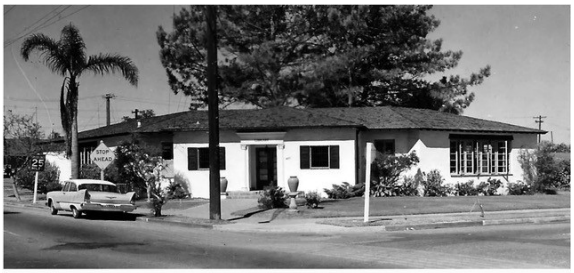
Scan here to
submit your idea

OBCF Website>

Sidewalk Vending Ordinance
Small Business Petition for Fair Competition
& Sidewalk Vending Enforcement

If you want the existing Sidewalk Vending Ordinance enforced, please sign and return this petition. As you may know, the OBMA helped work on the many iterations of the Sidewalk Vending Ordinance over the 5 years it took to get it passed in 2022. We want to send a message to our elected representatives that small brick and mortar businesses deserve an even playing field.

Change.org>



The Ocean Beach Library is pictured in June 1957 at the corner of Sunset Cliffs Boulevard and Santa Monica Avenue. (Ocean Beach Historical Society)

The OB Library closed for remodeling and expansion!

Built in 1916, it was the first library branch in San Diego! It is due for a little upgrade! Actually, a big upgrade! Hopefully, it will reopen in 2028! Meanwhile, the Point Loma Hervey Library at 3701 Voltaire St. will be open and serve the OB community. The OB Friends of the Library will be selling some of our older books to the public while the library is closed at two of our local OB antique stores: Vignettes, at 4828 Newport Ave. and Ocean Beach Antique Mall, at 4926 Newport Ave.



Dirty Birds
Winner Best Wings in America Contest

A huge congrats to Dirty Birds for being voted Best Wings in America in the highly competitive 64.com contest.

Dirty Birds thanks all their friends, family, voters & Dirty Birds family for your continued support

OB Directory Signage Project

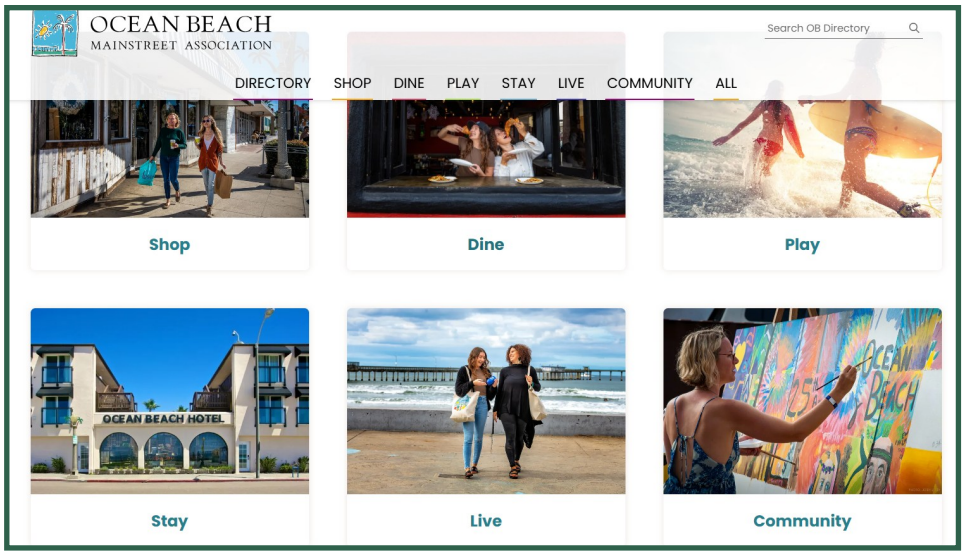
The Ocean Beach MainStreet Association
installed over 100 OB Business Directory signs throughout the
downtown business district, Sunset Cliffs Blvd. & Voltaire Street.



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 506 Engagements









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

