

Ocean Beach MainStreet Association April 2013 Newsletter



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Sign Diego

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

Liz Greene, Creative Director

Susan James, Directory Manager

Farmers Market Staff:

David Klamon & Community Crops,

Market Managers

Tony, Carlos, Josh

You are happily invited to the **OBMA Sundowner**

hosted by **Ocean Villa Inn**

with food by **Surfrider Pizza Catering**

Thursday, April 25, 2013

at **Ocean Villa Inn, 5142 W. Point Loma Blvd**

from 5:30pm to 7:30pm

Open to all OBMA members and their employees



Free Drawing . . . So bring your business card . . . and get to know your neighboring businesses and have some delicious munchies & drinks



**MARK
YOUR
CALENDAR
FOR THIS
FANTASTIC
SEMINAR
COMING UP
ON
APRIL 23rd
8am-10am**



The Ocean Beach Playhouse



2013 Business Development Series

"Online Marketing & Social Media Engagement"

We're rolling out OBMA's *new* Online Directory!

presented by the Ocean Beach MainStreet Association, Brown Marketing Strategies, and Local Thunder

As a business owner, manager, or key employee, you never have time to do everything . . . so use these tools to keep your business on the cutting edge of technology.

Tuesday, April 23rd, 2013

8am to 10am

The Ocean Beach Playhouse

4944 Newport Ave. (down the hall)

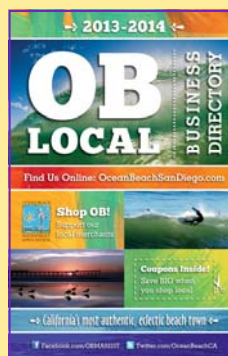
■ All OBMA members & their employees are welcome to this FREE event! ■
Bring your binder from our previous seminars plus we'll have additional marketing materials for you along with a yummy continental breakfast and lots of coffee!

Please RSVP at 619-224-4906 or email info@OceanBeachSanDiego.com
But as always, if you forget to RSVP don't worry, just show up!



April Meeting Schedule

April 5	8:30am	Promotion Committee
April 2	8:30am	Design Committee
April 10	8:30am	Finance Committee
April 10	Noon	ER Committee
April 11	Noon	Board Meeting
April 16	8:30am	Crime Prevention Committee
		<i>Ocean Beach Kabob, 4994-A Newport (Bacon St)</i>
April 23	8am-10am	Seminar - Online Marketing & Social Media Engagement - <i>The OB Theater, 4944 Newport Ave.</i>
April 25	5:30pm-7:30pm	OBMA Sundowner - <i>Ocean Villa Inn, 5142 W. Pt.Loma Blvd.</i>



2013-2014

OB Local Business Directory will be coming soon!

Do you want to help us deliver the books to OB residents? Just give us a call at 619-224-4906.

There's nothing dull about Ocean Beach!

What's happening in OB:

We're celebrating Earth Day at Ocean Beach People's Organic Food Market by raffling off two bicycles. Stop by the Market on Sunday, April 21 to enter the raffle! No purchase required. www.obpeoplesfood.coop



"PAINTING AT 'THE POINT'" - don't miss this fun and creative evening! Wed, Apr 10, 2013, 6-9:00PM at **To The Point Café**, 4161 Voltaire St. Get your creative juices flowing with a 3 hr. painting class at the chic & cozy, "To the Point"

Cafe. Guests at this private painting event will learn to paint "Sunset Paradise" through step-by-step easy to follow instruction, from a professional ARTbeat art instructor. At the end of the event, each participant will take home their beautiful canvas creation! \$35 ticket includes: 3 hr. step by step instruction from an ARTBeat instructor AND a delicious appetizer (Additional menu items, as well as beer & wine will be available for purchase). All painting materials are included (16X20 canvas, painting apron, paints, brushes, etc), no additional art supply purchases necessary. **NO ARTISTIC TALENT NECESSARY!** This is a unique and memorable event that allows you to tap into your artistic side to produce a masterpiece you'll be proud to hang on the wall. Painting class begins promptly at 6pm. We recommend arriving at least 15 minutes early to reserve your seat. Tickets can be purchased at **TO THE POINT CAFE**, or online at: <http://www.eventbee.com/event?eid=950992282>

SHOP LOCAL PAGE on our website. We'll have a page on our website to promote any special offers, celebrations, sales you might be promoting this spring. They could be holiday



specific (Easter, Mother's Day, Father's Day), or just seasonal. It will be similar to the page we built out for Valentine's Day. It's easy to participate - Email Liz at: creativedirector@oceanbeachsandiego.com - and most important - it's **FREE to all our members!**



We got news that **Pastor Tom** is going on Renewal Leave from **Pt. Loma Methodist Church**. We are truly sorry to see Tom go. He has been an integral part of many of the OBMA's committee meetings. His views, opinions and experience on many subjects helped us zero in on a number of decisions that have been made. We're glad Pastor Tom will still be around at least until mid summer.

MAD MEN COCKTAIL PARTY: Saturday April 6, 2013!

At **The Pearl**. MAD MEN! It's that time again...our Mad Men Premier Cocktail Party! Join them at 9:00pm with DJ Dex and thoughtfully inspired cocktails flowing all night - don't forget to dress to impress with suits, party dresses, skinny ties and hats! You don't want to miss this action! RSVPs required, space is limited. rsvp@thepearlsd.com In recent news, The Pearl received the 2012 Award of Excellence from Wine Spectator.

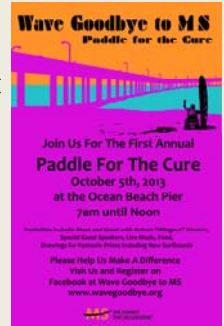


The **US Postal Service** is planning to reduce mail delivery to five days in August 2013. Apparently they will deliver "packages" six days a week. So I guess if you need a letter to be delivered on Saturday after August 1st, you might want to put it in a "package!" *Just a thought!*



WAVE GOODBYE TO MS. . . .

Please mark your calendars for the **1st Annual Paddle for the Cure** on Saturday, Oct. 5th, 2013 at the OB Pier from 7am to noon. Please help them make a difference and find a cure for Multiple Sclerosis. Register on Facebook at Wave Goodbye to MS. www.wavegoodbye.org



Many thanks to **Suzi, Liz, Yvonne, Mike K., Tom, Claudia, Mike A., Jane and Pat** who worked at OBMA until the wee hours



(or 7:30pm) decorating the cans used for Fireworks fundraising. Everyone is still covered with glitter and stars. The cans look fantastic and will be distributed to many local businesses by the Fireworks Can Committee in early April. Suzi O'Brien designed the cans and she did a terrific job . . . But of course, she is an interior decorator - no wonder they look so good!

The Sundowner at **Details SalonSpa, 4993 Niagara Ave., #205**, was so much fun. We had one of the largest crowds . . . over 80 local business people . . . **Espresso Pizza, 1776 Sunset Cliffs Blvd.**, served delicious food. If you haven't hosted a Sundowner, you might want to contact

Liz at the OBMA and get on the schedule 619-224-4906. We urge you to enjoy yourself at the next sundowner and talk with your neighboring businesses.



We're happy to announce that the OBMA Board of Directors nominated **Raglan Public House** to compete with other BID district nominees for the Business Improvement District Business of the Year. The SBA's 2013 program, co-sponsored with the SD Regional Chamber of Commerce, will honor many distinguished and deserving businesses. Congratulations to **Raglan** for their nomination and we'll find out who the winner is over the summer . . . *However*, we think they're all winners!



The **CAMSA** (California Mainstreet Alliance) Conference in March at the Encinitas Library was attended by 5 OBMA Board Members along with Liz and Denny. The classes included *Green Practices for Special Events, The Power of Social Media, Historic Theaters, and Driving Online Engagement to Brick and Mortar Businesses*. We enjoyed meeting members of mainstreet organizations from other parts of California and got some great ideas from our classes and from them . . . *Continued pg 3*

Member & Community News

Continued from page 2

Be sure to mark your calendars for the next **Business Development Series** meeting, Tues. April 23rd from 8-10am at **The Ocean Beach Playhouse** (4944 Newport Ave., #E). This meeting will focus on online marketing along with social media engagement. You'll also meet Alan Buckman from Local Thunder who will be able to walk you through the fantastic upgrades we're making to the online merchant directory on the OBMA website. The improvements are exciting and cutting age.



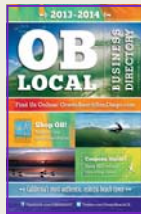
Alan & Gretchen



Leonard Poma passed away recently. He served his country for six years in the National Guard. He also helped his mother run Poma's Deli which had opened in 1965 at Niagara & Bacon St. Eventually Leonard took over Poma's Deli and ran the much loved business. Currently his son, Nick has been running the successful deli. In the UT obituary it said "Leonard loved everything Italian, he was proud of his heritage.

He loved God and family. He was a gentleman and a generous person." So true! Services were held on March 14th. Poma's Deli is part of our OB heritage and we are grateful that Nick will continue the great tradition!

Our printed directory - the **OB Local Business Directory** is almost done. What an ordeal! We've never seen so many businesses changing location, phone numbers, hours, and names but with a lot of volunteer assistance we have finally been able to put the printed directory to bed. . . It's at the printer and we'll deliver your copies to each of you as soon as we receive the full shipment.



Point Loma Pet Pantry

3704 Voltaire St., 108 619-222-1986

PointLomaPetPantry.com plpetpantry@att.net
Pet Supplies & Services

T & T Alterations "One Day Service"

4731 Point Loma Ave. 619-523-5031

Alterations/Tailors, Dry Cleaning, Weddings-Custom Bridal

Dan Dennison Realtor (Keller Williams SD Central Coastal)

858-255-0052 www.DanDennisonRealty.com

Dan.dennison@mac.com
Real Estate, Real Estate Sales

Sunset Cliffs Pilates

4720 Point Loma Ave.

619-224-3309 www.sunsetcliffspilates.com

Pilates, Fitness, Personal Training

Emde Production & Design

Todd Emde 619-881-7790 t_md@rocketmail.com

Videography, Graphic Design, Custom Wood Signs

Bellezza Salon & Spa

4318 Voltaire St. 619-222-0129

Hair salon, Day Spa and Nail Salon

Welcome our New Members/changes

The Heartland Coalition/STOP 2011

701 B St #306, San Diego, CA 92101

619-368-3446 HeartlandCLN.org STOP2011.org
Non-Profit Organization

TxtRacer

619-990-8969 txtRacer.com greg@txtRacer.com

Marketing, Advertising, Business Services

Cannonball Custom Designs & Fabrication

619-672-1577 Roger Camarena

cannonballcustomdesigns@gmail.com

Metal Fabrication, Signs, Furniture - Custom

Eco Remodels License# 912958

619-889-9367 Ben Bookwalter EcoRemodels.com

Contraction, Remodels, Contracting

Roseville Cozinha

2750 Dewey Rd. #104, San Diego CA 92106 619-794-2192

rosevillecozinha.com rosevillecozinha@yahoo.com

Restaurant, Craft Beer

Eve Cares

619-218-8342 eve2LouLou459@gmail.com

Personal Care Services, Senior Care, House Sitting

San Diego Estate Liquidators

PO Box 7521, San Diego, CA 92167 619-501-2057

SanDiegoEstateLiquidators.com

Estate Liquidation Services

Vault Combat Academy

5032 Niagara Ave. 619-665-7677 vaultmuaythai.com

info@vaultmuaythai.com

Gym, Self Defense, Muay Thai

Voltaire's Loft

4030 Wabaska, San Diego, CA 92107 508-328-5979

Women's Clothing at wholesale prices

WB Financial LLC

Phone: 714-915-9444

www.equipmentleasingspecialists.com

Equipment Financing, Equipment Leasing and Capital Loans

Te Mana Café

4956 Voltaire St. 619-255-9233 www.temanacafe.com

Coffee House, Café

Glasz Productions

Phone: 619-255-2333 www.glaszproductions.com

DJ, Entertainment

Newport Ave Yacht Club

5060 Newport Ave.

Seafood, Mexican, Restaurant

Eris Apothecary (was Bathing Bombshell)

www.Erisapothecary.com orders@erisapothecary.com.

619-405-8813

Skincare, Weddings, Eco-business

Farmers Insurance

4724 Point Loma Ave. 619-226-2551

FarmersAgent.com/acrutchfield acrutchfield@farmersagent.com

Insurance, Life Insurance, Financial Services

OB Waves

4989 Voltaire St. 619-546-8999 OBWavesSalon.com

obwavessalon@yahoo.com

Hair Salon



Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A

San Diego, CA 92107

619-224-4906, Fax 619-224-4976

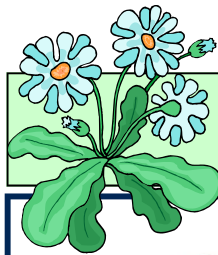
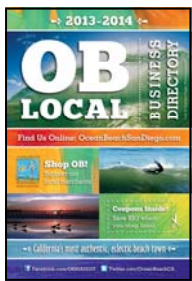


www.OceanBeachSanDiego.com
Email: info@OceanBeachSanDiego.com

Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program



Enjoy Spring!



OceanBeachSanDiego.com

What's Inside this Edition?

- Calendar of Meetings 1
- OBMA Sundowner Ocean Villa Inn 1
- Business Development Series - Seminar 1
- OB Local Directory 2013-14 1
- There's nothing dull about OB 2,3
- New Members - lots of them 3
- Street Fair Vendor/Sponsor Space 4

Inserts: Essential Plumbing Business Development Workshop

Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!

<http://www.facebook.com/OBMA92107>

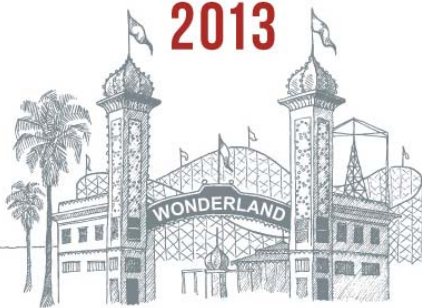
Attention LOCAL MERCHANTS

Be sure to fill out your Police Authorization form (letter of Agency), that you can access at: <http://www.sandiego.gov/police/pdf/letterofagency2.pdf>

You are in Western Division. Just follow the instructions. Please do it today! *Thanks.*

Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program.

OB STREET FAIR & CHILI COOKOFF Festival 2013



Celebrating the 100th Anniversary of **WONDERLAND**

Sponsor Packages & Vendor Booth Spaces

20% discount for local OBMA members

Saturday June.22.2013

Call OBMA 619-224-4906 or OceanBeachSanDiego.com Vendor App is online or call Clauda to speak to a human!

Join the Ocean Beach MainStreet Association this Spring as they launch their new Online Business Directory!

The new, improved Online Business Directory will:

- Increase foot traffic to the community
- Increase **sales** at your business
- Increase the usability of the OBMA Website and yours, too!



As an OBMA Member you will be offered:

- A **customized** profile page
- An Option to use **coupons** and **deals**
- An option to enhance your listing and develop your **social media presence**
- An online directory designed to help your customers find your business via a **local search**

Join Us!

2013 Business Development Series

Online Marketing & Social Media Engagement

Tuesday, April 23rd: 8am - 10am

@ The Ocean Beach Playhouse

4944 Newport Ave.

(enter on Newport Ave. - use the hall!)

The Ocean Beach MainStreet Association has engaged Local Thunder, internet and local marketing experts, to help your business succeed in reaching customers. Local Thunder has been working with small businesses for nearly a decade to help them succeed in increasing foot traffic and sales.



OCEAN BEACH
MAINSTREET
ASSOCIATION

LOCAL
THUNDER®



Essential Plumbing

HEATING & COOLING



"Fulfilling Pipe Dreams & Resolving Pipemares"

SHOWER BEFORE



SHOWER AFTER



OUTDOOR FIRE PITS



VESSEL SINKS



COMMERCIAL KITCHENS



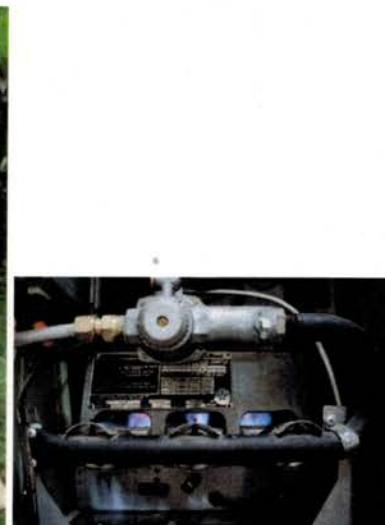
TANKLESS WATER HEATERS



OUTDOOR SHOWERS



FURNACE Installs & Repairs



10% OFF LABOR: On Your Next Service Call.

25% OFF: On Your Next Inspection!



Please visit us at www.ESSENTIALPLUMBING.biz



Monday- Friday 7:00am-5:00pm

Eli Jones (Owner/Operator)

CA Lic. 912213

(619)255.3628 Office

(619) 787.4207 Wk. Cell

www.EssentialPlumbing.biz

"Fulfilling Pipe Dreams & Resolving Pipemares"

Essential Plumbing is a family owned and operated plumbing company. We specialize in repairs, installs, remodels, new construction, and new additions. Essential Plumbing is located in Point Loma in San Diego, California and we provide all coastal communities with 24 hour plumbing assistance and service. We have been serving both residential and commercial clients since 2007.

Eli Jones the owner/operator has been working in the plumbing industry for over 15 years. He is an alumnus of Point Loma High School and holds a Business Degree in Management from San Diego State University. One of the most important differentiating aspects of our company is our ability to make our clients feel comfortable, safe, secure and happy with our non-intrusive and quality workmanship.

24 Hour Emergency Services Provided

**Kitchen, Bathroom & Laundry Room Remodel
Specialist!**

Heating & Air Conditioning: Service and Repairs

Water Heaters & Tank-Less Water Heaters

(repairs, installations, change-outs)

Water Pipes, Drain and Vent Pipe & Gas Pipe

(repairs, installations, new additions)

Drain Clearing: Kitchen, Lavatory, Laundry, Tub/Shower drains



10% OFF LABOR: On Your Next Service Call.

25% OFF: On Your Next Inspection!

