



# Ocean Beach MainStreet Association

## APRIL 2012 NEWSLETTER

Celebrating OB's 125th Anniversary All Year Long!



### BOARD OF DIRECTORS

**Barbara Iacometti, President**

*Details SalonSpa*

**Julie Klein, 1st Vice President**

*Julie Designs*

**Michael Akey, 2nd Vice President**

*Pacific View Real Estate*

**Mike Stifano, Treasurer**

*Winston's*

**Yvonne Cruz, Secretary**

*Surf'n Sea Wetsuits*

**David Smedley**

*Smedley, Gallagher & Gee, LLP*

**Gary Gilmore**

*Gilmore Family Jewelers*

**Dave Martin**

*Shades Oceanfront Bistro*

**Mark Schlesinger**

*Beach Area Tax Service*

**Craig Gerwig**

*Newport Avenue Antique Center*

**Mary Orem**

*Morland Apts. LLC*

**Matt Kalla**

*Matt Kalla Insurance Agency*

**Tevia Schriebman**

*Wizard of Paws*

**Chris Wilmot**

*Christopher W. Wilmot, CPA*

### STAFF:

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Liz Greene, Creative Director**

### Farmers Market Staff:

**David Klamann & Community Crops**

*Market Managers*

**Tony, Carlos**

### *What's coming up this April?*

Ocean Beach MainStreet Association

2012 Business Development Series

**OBMA's Quarterly Breakfast**

*"The FUN-damentals of Believing, Achieving & Succeeding in OB"*

In order for you to get what you want out of your work and personal life, you need to have a clear picture and then you need to *take action*. In this highly entertaining and thought provoking program, Susan will take you through the process of **Believing, Achieving, and Succeeding!**

*If you came to our marketing seminar in January, we think you will love this one too. We look forward to seeing you.*



7:30am to 10:00am  
Tuesday, April 10, 2012 at  
4944 Newport Avenue  
Continental Breakfast  
Coffee & Juice



619-224-4906 *But if you forget, please come anyway!*

It's Free for members & their employees!

please join us  
THURS, APRIL 26TH  
5:30 TIL 7:30  
for the  
OBMA SUNDOWNER AT  
**noon**  
Jewelry, Paper & Goods

noon & obma SUNDOWNER

### April Committee Meetings.

Mon. April 2	6pm	<b>Street Fair Meeting</b>
Tues. April 3	8:30am	<b>Design Committee</b>
Fri. April 6	8:30am	<b>Promotion Committee</b>
Thurs. April 10	7:30am	<b>OBMA Qtrly Breakfast</b>
		<i>Susan Clarke at Electric Ladyland, 4944 Newport Ave.</i>
Wed. April 11	8:30am	<b>Finance Committee</b>
Wed. April 11	Noon	<b>ER Committee</b>
Thurs. April 12	Noon	<b>OBMA Board Meeting</b>
Tues. April 17	8:30am	<b>No Crime Prevention</b>
Thurs. April 26	5:30pm	<b>Noon Designs</b>

**Sundowner** 4993 Niagara Ave.

*All meetings held at OBMA office unless otherwise noted.*

Many thanks to Gilmore Family Jewelers

for last month's Sundowner! The shop looked terrific and the food was amazing. Over 70 members dropped by and mingled with fellow OBMA members.



Food by Surfside Cuisine, Shades, Elsabee House, Nick's, & Lighthouse Ice Cream donated raffle prizes.



## Ocean Beach Farmers Market

Every Wednesday

4pm to 8pm



Fresh vegetables, fruit, hummus, flowers, jams and jelly, plus fresh baked goods not to mention all of our shops and restaurants in OB. Meet your friends and family at the colorful OB Farmers Market each Wednesday and enjoy the music!



The OBMA tries to stay out of any political stuff but when it comes to our community events, we feel that those who would seek to put **special events** through a CEQA review need to hear from all

of us. The cost and time to apply for a CEQA review will be a huge *event killer* for all non-profits and practically all events. We believe that it makes no sense. **Please help by supporting our efforts.** . . . The San Diego Chamber of Commerce explains the issue very well. Go to

[www.saveourevents.org](http://www.saveourevents.org)

Thank you! OBMA Board & Staff

## Photo of the Month!



during our  
125th  
Anniversary  
celebration

Make sure you get your 125th Anniversary seals.

Take a picture showing where

you put the OB seal and email the photo to us. We'll even come by and take the picture for you if you need us to. Each month we'll post photos of loyal obecians displaying their 125th Anniversary seal! We're hoping to have 1,000 seals adorning 1,000 vehicles (that includes bikes) and shop windows by the end of the year!

Help us meet our goal!

The following merchants are selling the 3" and 6" sticker seals: [James Gang Co](#), [Matt Kalla Insurance](#), [Elsbree House](#), [Details Salon Spa](#), [South Coast Surf Shop](#), [Newport Ave Antique Center](#), [Surf n Sea Wetsuits](#), and [Gilmore Family Jewelers](#).

email us: [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com)

## General Committee Info: (check pg1 for more info)

♦ **ORGANIZATION:** (Executive Officers ONLY)

Meets as needed.

♦ **FINANCE COMMITTEE:**

Meets the Wednesday before the Board Meeting at 8:30 am. OBMA Office. Mike Stifano, Chairperson

♦ **DESIGN COMMITTEE:**

Meets the first Tuesday of the month at 8:30 am OBMA Office. Mike Akey, Chairperson

♦ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:30 am OBMA Office. Tevia Schriebman, Chairperson

♦ **ECONOMIC RESTRUCTURING:**

Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, Chairperson

♦ **CRIME PREVENTION COMMITTEE:**

is an Economic Restructuring subcommittee.

Meets the 3rd Tuesday of the month at 8:30am.

Julie Klein, Chairperson

Remember, report all crimes to 531-2000. Your Call Counts! The City of San Diego Graffiti Hotline is 525-8522.



## OB Street Fair & Chili Cook-Off Festival

**20% Discount off Vendor  
Spaces for OBMA Members**

Applications available online. Plan early and help celebrate the 125th Anniversary of OB

**June 23, 2012**

**For more info:**

[OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)  
619-224-4906

## STOREFRONT IMPROVEMENT PROGRAM

**Does your business need a facelift?**

Visit the City's Storefront Improvement Program online at [www.sandiego.gov/storefront](http://www.sandiego.gov/storefront) to see the collection of before & after photos or you can call the office at (619) 236-6460 to find out how the program works. To learn about other City of San Diego business assistance programs, visit the City's new Business Resource Center portal at [www.sandiego.gov/brc](http://www.sandiego.gov/brc). We've got info too at 619-224-4906.

Phase 17 of the  
OB Tile Project  
was completed at the end  
of March . . . and we are  
launching **Phase 18**.  
There are still blank tiles  
available. Please check  
out our website or pick up  
an application at the of-  
fice - 1868 Bacon St.



# MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website, email us or drop by the office. Business announcements are free to our members. It's an easy way to let others know about your particular business.

## What kind of information will we publish?

Have you or your employees received a special award?

Are you having a big sale or anniversary.

Are you changing your hours or adding a new product line?

Attention Point Loma and Ocean Beach community, **Dover Plumbing and Heating** is moving back to the Ocean Beach area. Established in 1945, Dover Plumbing was originally located at 4752 Voltaire Street, which eventually moved to 4820 Voltaire Street. Dover Plumbing spent the next 50 years at that location. The past five years Dover Plumbing has been located at 4007 West Point Loma Blvd. next to Barons Shopping Center. An opportunity has popped up for Dover Plumbing to relocate to the Ocean Beach area again. **Dover Plumbing** is now located at the old Staniforth Electric shop at 4870 Voltaire Street. We are looking forward to serve our community for another 50 years. Dover Plumbing 619-223-8832.

**South Coast Nanny, LLC** is a new nanny referral agency servicing San Diego, California. Established in the Ocean Beach neighborhood, we are a small local business offering families permanent placement referrals in need of live-in, full-time or part-time nannies, caregivers, babysitters, personal assistants, elder caregivers, parent's helpers, special needs nannies or caregivers, and infant specialist. We offer excellent candidates that have been thoroughly vetted and guaranteed. We strive for positive involvement in the lives of our friends and neighbors. We are very excited to announce that South Coast Nanny will donate 1% of every referral made to Rady Children's Hospital as an annual donation! We are passionate about helping our San Diego community and hope to inspire others to join. 619-417-4376

[www.southcoastnanny.com](http://www.southcoastnanny.com) Liz@southcoastnanny.com

**GRAND OPENING. Marie Of London.** 4885 Newport Ave 92107. I have Beautiful Bikinis designed by a London designer, very nice and sexy starting from \$35. I also have ladies fashion clothing and accessories. Mention you saw this posting and get 20% off. 1-407-452-4969.

**Community Gathering** on Tuesday, April 24th at 6pm at Veteran's Plaza to discuss Andy Taubman's "Respect OB" program.

## Welcome New OBMA Members

### All American Carpet Cleaning

Richard Ruiz/Giovanni Ingolia  
PO Box 70232, San Diego, CA 92167  
619-222-5326

22Clean.com AllAmerican@22clean.com  
Carpet Cleaning, Upholstery -Auto & Boat

### Baron's Market

4001 W. Point Loma Blvd. San Diego, CA 92110  
619-223-1696 [www.baronsmarket.com](http://www.baronsmarket.com)  
Grocery

### South Coast Nanny, LLC

619-417-4376

[www.southcoastnanny.com](http://www.southcoastnanny.com) Liz@southcoastnanny.com  
Nanny & Caregiver Referral Service  
Childcare/Daycare Agency

The **Point Loma Summer Concerts Committee** is pleased to present the 12<sup>th</sup> Annual Summer Concerts at Point Loma Park. We look forward to a wonderful season of free, family-friendly music. Save the dates:

- ◆ July 13: Atomic Groove
- ◆ July 20: Surf City All Stars – 50 Year Tribute to The Beach Boys
- ◆ July 27: The Mar Dels
- ◆ August 3: Navy Band Southwest
- ◆ August 10: Hot August Night – Neil Diamond Tribute

Auditions will be held for Jr. Stage bands, Jr. Stage Masters of Ceremony, and performers for the Patriotic Song on Saturday April 28<sup>th</sup> at Assembly Hall 10-4pm. Watch for additional information or contact me with suggestions for performers who live, work, or go to school on the Peninsula. Martha Phillips, Point Loma Summer Concerts, 619 523-3787 [mjpsandiego@cox.net](mailto:mjpsandiego@cox.net), [www.plconcerts.org](http://www.plconcerts.org)

**Music As You Like It** celebrates its 39<sup>th</sup> anniversary. Thank you for always keeping us in mind for your entertainment and décor needs.

### Music As You Like It Productions

[www.musicasyoulikeit.com](http://www.musicasyoulikeit.com) 619.223.5732

The **OBMA Crime Prevention Committee** has been working hard to make a difference and they could use your help. The OBMA website has a special box on the left hand side that takes you directly to the contact info for safety and cleanliness concerns. And thanks for taking the time to help.

**Make it Right!**

### MAKE IT RIGHT!

- ▶ Illegal Dumping
- ▶ Oversized Vehicles
- ▶ Police Authorization
- ▶ Potholes
- ▶ Vandalism
- ▶ And More!

Report City/County issues

**CLICK HERE**

**GRAFFITI CONTROL PROGRAM:** (619) 525-8522 or online reporting form can be reached at [www.SanDiego.gov/graffiti](http://www.SanDiego.gov/graffiti)

**ILLEGAL DUMPING:** (858)694-7000 or [trash@sandiego.gov](mailto:trash@sandiego.gov)

**POTHOLES:** (619)527-7500 or [street\\_service@sandiego.gov](mailto:street_service@sandiego.gov)

**RECYCLING** (Residential and Business): (858)694-7000 or [trash@sandiego.gov](mailto:trash@sandiego.gov)

**STREET LIGHT REPAIR:** (619)527-7500 or [street\\_service@sandiego.gov](mailto:street_service@sandiego.gov)

Also, if you run businesses or own commercial property in the neighborhood,

please take a minute to make sure your Police Authorization Letter (SDPD Letter of Agency) is up to date, as you have to renew it every six months. Also, if you have an Android cell Phone or iPhone you can download the app **San Diego 311** and upload photographs of your concerns directly to a site the city interacts with. If you don't use phone apps, you can visit the website at: [www.CitySourced.com](http://www.CitySourced.com).

**The Crime Prevention Committee will not have their regularly scheduled meeting this month. The next regular meeting is Tuesday May 15th, location TBD.**





**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



Partially funded by the City of San Diego  
 Small Business Enhancement Program



**HAPPY EASTER!**

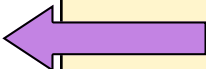


**What's Inside this Edition?**

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Check out the inserts in this newsletter

Inserts: Victor's Salon  
 Point Loma Methodist



**Ocean Beach's 125th Anniversary Seal**

Please support Ocean Beach beautification efforts. OBMA will invest the profits from the sale of these items into a beautification fund with special attention to our waterfront area.

- 3" stickers = \$5**
- 6" stickers = \$8**
- 12" seals = \$20**
- 18" seals = \$36**
- 24" seals = \$50**



We're also adding more items because of your suggestions:

- Men's Shirts = \$20**
- Ladies Crew Neck Shirts = \$20**
- Ladies V Neck Shirts = \$20**
- Over the shoulder Natural colored Bags = \$15**
- Zip-up Hooded Sweatshirts (unisex) = \$36**

**info@oceanbeachsandiego.com**

**FOLLOW US . . . .**

**Twitter:**  
<http://twitter.com/OceanBeachCA>  
**Facebook:**  
<http://facebook.com/obma92107>



*Open House!*

Victor's Salon and Victor's-The Barbershop  
are celebrating Spring!

We want to invite all our current and future clients to our Open House on Saturday April 7 from 3 pm to 8 pm.

In the salon, we'll be having wine and hors d'oeuvres and best of all, if you book a future appointment that day, all salon services will be 30% off! Come by and meet our great stylists and let's talk about hair!

We have also created a great place for the guys at Victor's-The Barbershop inspired by all the cool guys in OB. It's unique... come in and enjoy a beer during the Open House and get a coupon for a \$10 haircut and a \$10 straight razor shave!

4989 Voltaire Street  
San Diego, CA 92107  
619-269-1608  
[www.victors-salon.com](http://www.victors-salon.com)



## **Holy Week in OB**

### **Maunder Thursday**

*JOIN THE OB CHURCHES AT THE EPISCOPAL CENTER FOR AN INTERFAITH COMMUNITY FOOT WASHING ON THURSDAY, APRIL 5<sup>TH</sup> 10AM - 1PM, 2083 SUNSET CLIFFS BLVD. - CLEAN SOCKS & COMMUNION AVAILABLE. ASK A PASTOR FOR DETAILS*

### **Good Friday**

#### **Walk of the Cross**

*JOIN THE OB CHURCHES AS WE WALK WITH THE CROSS FROM INSIDE*

*SACRED HEART CATHOLIC CHURCH, AT SUNSET CLIFFS BLVD. & SARATOGA, TO THE SEVERAL CHURCHES IN OB AS WE OBSERVE THE PASSION OF CHRIST THROUGH THE STATIONS OF THE CROSS. WE START AT 1PM AND CIRCLE A THREE BLOCK AREA OF CHURCHES ON SUNSET CLIFFS BLVD. A COLLECTION WILL BE TAKEN TO BENEFIT LOAVES & FISHES FOOD PROGRAM IN OB.*

### **Easter Sunday at the Sea**

*JOIN WITH THE CONGREGATIONS OF ST. PETER'S BY THE SEA EVANGELICAL LUTHERAN CHURCH AND POINT LOMA UNITED METHODIST CHURCH AS WE CELEBRATE THE RISEN CHRIST AT THE CLIFFS AT 7AM SUNDAY, APRIL 8<sup>TH</sup>. THE SERVICE IS HELD OVERLOOKING THE OCEAN ACROSS FROM ST. PETER'S AT 1371 SUNSET CLIFFS BLVD.*

### **Good Friday at Point Loma**

#### **United Methodist Church**

*JOIN US AT POINT LOMA UNITED METHODIST AS WE OBSERVE THE STATIONS OF THE CROSS AT 6PM ON GOOD FRIDAY, APRIL 8<sup>TH</sup>. 1984 SUNSET CLIFFS BLVD. CALL 619-224-2995 FOR ADDITIONAL INFORMATION.*

### **Easter Sunday At Point Loma**

#### **United Methodist Church**

*JOIN US AT POINT LOMA UNITED METHODIST CHURCH AT 10:30AM FOR EASTER SUNDAY SERVICE, APRIL 8<sup>TH</sup>. 1984 SUNSET CLIFFS BLVD*