



# Ocean Beach Main Street Association



## AUGUST 2012 NEWSLETTER

### 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*

**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*

**Ron Marcotte**

*SignDiego*

### STAFF:

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Liz Greene, Creative Director**

### Farmers Market Staff:

**David Klamon & Community Crops.**

*Market Managers*

**Tony, Carlos, Kimberly**

**OUR FIREWORKS WERE A BLAST!**  
*Not to mention that they went off one at a time!!*  
**Many thanks to these generous contributors:**

County of San Diego ♦ OB Community Foundation  
♦ South Beach Bar & Grill ♦  
♦ Rob Ard, Southcoast Surf Shop ♦  
Scott Peters ♦ Renovations Hair Salon  
♦ Newport Farms ♦ Shauna Aiken ♦  
♦ Peninsula Lions Club ♦  
Claudia Jack ♦ Gallaghers Pub  
♦ Edits ♦ George Murphy ♦  
♦ And of course all of you who put money in our  
Fireworks cans and bought Raffle Tickets! ♦



Join the fun  
**OBMA Sundowner**  
sponsored by Liz Rincon  
**August 23rd, 2012**  
located at OB Pizza Port  
*on the roof deck*  
**5:30pm – 7:30pm**

Bring your business card for a free drawing!  
*Meet new friends & business associates!*

### August Committee Meetings.

Fri Aug 3 8:30am Promotion Committee  
Tue Aug 7 8:30am Design Comm.  
Wed Aug 8 8:30am Finance Committee  
~~Wed Aug 8 Noon ER Committee Cancelled~~  
Thur Aug 9 Noon OBMA Board Meeting  
Fri Aug 10 9:00am OBREL Meeting  
**NEW Time & Place for OBREL - Kecho's Cafe**  
Tue Aug 21 8:30am Crime Prevention Com

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

### WELCOME TO OUR NEWEST BOARD MEMBER!



Now that the election for our Board of Directors is over, we would like to welcome **Ron Marcotte, SignDiego** to our board. He is an Associate Member and has been involved with the OBMA for many years and volunteers on our committees. We'd like to thank **Mark Schlesinger, Beach Tax Service**, for his many years on the OBMA Board of Directors. Mark decided to retire from his board member position but told us he is anxious to continue volunteering for events and projects. Thanks again Mark.

## WINNERS OF THE FIREWORKS RAFFLES! CONGRATULATIONS TO YOU ALL!

- BASKET #1 = #548837 CHRIS
- BASKET #2 = #549435 STEVE
- BASKET #3 = #549320 LINDSAY
- BASKET #4 = #549517 ERIN
- BASKET #5 = #549031 BRIAN
- BASKET #6 = #548918 TRICIA
- BASKET #7 = #549309 DIETZ
- BASKET #8 = #612805 JANE
- BASKET #9 = #612964 MIKE
- BASKET #10 = #549504 JOSH
- BASKET #11 = #612930 CLYDE
- BASKET #12 = #612763 MARJIE
- BASKET #13 = #612944 TEVIA
- BASKET #14 = #612529 CHERYL
- BASKET #15 / OB BASKET = #612529 GILLIAN



**SPECIAL RAFFLE WINNER - MARY & ROY**



**DESIGN COMMITTEE WORKS ON THE OB SIGN** with the help of the Ocean Beach Town Council, the Ocean Beach Community Development Corp. and the Ocean Beach Community Foundation.

You might have noticed as you enter Ocean Beach along the Sunset Cliffs Blvd. corridor that the iconic Ocean Beach sign has seen better days. Not only has it been out there for over twenty seven years surviving the coastal climate, an army of termites seem to have taken up residence inside of it and it

could use a little TLC.

Local community groups have decided to enlist the community at large for re-design ideas. They put out a "Call for Artists" to see what might be possible to redo the sign.

We at OBMA, want to thank everyone for their feedback and spirited dialog about their fondness for the sign and ideas for the future. If, at the end of this public discussion, the community feels its best to re-create the original sign, then that could be the project. The call **went out for public discussion for exactly this reason, to see how everyone felt.**

So thanks for paying attention and for being vocal and caring about your community. You are the reason the community is as fantastic as it is! July 31st was the deadline for submissions from artist. This publication will go to print before the deadline so we will have an update on our website. Stay tuned!

### NEWPORT AVENUE MAD NEWS

Self-managed Maintenance Assessment Districts (MADs) differ from the City's Park & Recreation Department managed MADs in that a non-profit corporation (with a Board of Directors) contract for the management of the fund and enhanced goods and services. For the Newport Avenue MAD, the Ocean Beach MainStreet Association (OBMA) is the assigned non-profit.

Property owners along Newport Ave (4800-5000 blocks) are assessed a yearly fee that pays for things like trash collection, gardening, street cleaning, along with other repairs.

The City of San Diego and the selected non-profits annually enter into a service agreement whereby the non-profit agrees to assume complete responsibility for the provision of enhanced goods and services to assessment district property owners. In the last year, some self-managed MAD's have banded together to discuss how these entities are overseen by the City. *Continued on page 3*

### HELPFUL NUMBERS FOR LOCAL BUSINESSES!

If you don't not already know **Laila Iskandar** is our Small Business Liaison at the City for the permit/building department you can reach Laila at 619-446-5297 [liskandar@sandiego.gov](mailto:liskandar@sandiego.gov)

You also can contact **Lisa Gordon** who is the general small business liaison at the City (for non-building permit issues) at [lgordon@sandiego.gov](mailto:lgordon@sandiego.gov)



### Photo of the Month!

OCEANBEACHSANDIEGO.COM

*Kimiyo and Hideki Awazu*

This cute young couple came back to OB two years in a row because they had such a great time. This time they bought lots of OB 125th Anniversary memorabilia to take home to Japan.

*Please send us a photo and be featured as the "Photo of the Month" during our 125th Anniversary!*



### CHILI JUDGES HAVE MORE FUN!!!

L to R: Chuck Fisher, Bill Klees, Sam Bruggema, Don Mullen, Councilman Faulconer, Mike Akey, Matt Kalla, Carol Linton, Raymond Simas, and State Assemblywoman Toni Atkins





# MEMBER BUSINESS ANNOUNCEMENTS

**Member Announcements** - please send us your news and we can put it in this section and on our website and email blasts. It's free with your membership. 619-224-4906 or [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com)

OBMA member **Phil's BBQ** took home the West Coast regional title on the Travel Channel hit show, "Adam Richman's Best Sandwich in America". Their El Toro tri-tip sandwich beat out competitors from Los Angeles and San Francisco to advance to the finals where they have a shot to be named "Best Sandwich in America" on Wednesday, August 15<sup>th</sup>. Congratulations. Phil's BBQ is located at Phone: 619-226-6333 3750 Sports Arena Blvd. San Diego CA 92110

**Brown Marketing Strategies** will be celebrating its 5<sup>th</sup> Anniversary this fall! The full-service public relations and advertising agency has helped promote major Ocean Beach events including the Annual Ocean Beach Street Fair and Chili Cook-Off Festival. Congratulations to Shannon and the ladies at BMS! 619.546.5390

[www.brownmarketingstrategies.com](http://www.brownmarketingstrategies.com).



Photo by Mike McCarthy

Also, the OBMA Board of Directors has nominated **Brown Marketing** as our BID member nominee for BID Business of the year. They are competing against other Business Improvement District's nominees. The winner will be announced in late August.

*Newport Avenue Mad continued from page 2*  
Self-managed MAD's in San Diego include the Ocean Beach, Little Italy, Hillcrest, College Area, Adams Avenue, City Heights, Central Commercial, and Bird Rock. The above representatives met with the Mayor, City Attorney, Office of Small Business and the Economic Development Department under the Business Improvement District Council Maintenance Assessment District Committee (BIDC MAD). The OBMA Board of Directors recently took action to support implementing a San Diego Council Policy to address common contractual issues amongst self-managed MADs including: contract terms, release of funds, City administrative fees, and liability issues concerning the public right-of-way. The group hopes to go before the City's Public Safety & Neighborhood Services committee in September of this year to continue these discussions. Please call Denny if you would like more information 619-224-4906.

## Changes & New OBMA Members

### The Good Life Bikini Shop

4885 Newport Ave. adjacent to OB Tire parking lot  
619-223-6887

*Clothing - Bathings suits*

### Family Tree

4812 Santa Monica Ave. 619-269-7826

*Childrens Shop*

### Two Dollar Thrill

4871 Newport Ave. B 858-382-7396

*Thrift Store*

### USA Station 63406

1902 Sunset Cliffs Blvd. 818-577-2663

*Gas Station*

### OB Massage

4810 Santa Monica Ave. 619-222-1242

*Massage*

**Subway** (on Cable) has a new owner

1916 Cable Street 619-225-1072

*Restaurant and Take-out*

## Raglan Public House



**Great Sundowner!**  
**Terrific food & drinks . . .**  
**Please attend our next one**  
See page 1

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

- ◆ **ORGANIZATION:** (Exec. Officers) Meets as needed.
  - ◆ **FINANCE COMMITTEE:** Meets the Wednesday before the Board Meeting at 8:30 am. OBMA Office. Mike Stifano, Chair
  - ◆ **DESIGN COMMITTEE:** Meets the first Tuesday of the month at 8:30 am OBMA Office. Mike Akey, Chair
  - ◆ **PROMOTION COMMITTEE:** Meets the first Friday of the month at 8:30am. OBMA Office. Tevia Schriebman, Chair
  - ◆ **ECONOMIC RESTRUCTURING:** Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, Chair
  - ◆ **CRIME PREVENTION COMMITTEE:** is an Economic Restructuring subcommittee. Meets the 3rd Tuesday of the month at 8:30am. Julie Klein, Chair
- Remember, report all crimes to 531-2000. Your Call Counts! The City of San Diego Graffiti Hotline is 525-8522.



## OB Merchants!

Feature your store's  
Wednesday Specials on  
[Antengo.com](http://Antengo.com)

## OB Farmer's Market

Every Wednesday 4pm to 8pm



**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



PHOTO BY JOSH UTLEY

# OceanBeachSanDiego.com



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*Call to* residents, neighbors,  
 storytellers,  
 ...fans of Ocean Beach!



Join us in the celebration of the Ocean Beach Community's 125th Anniversary!  
 A special edition of the Peninsula Beacon will highlight the people, places and memories of our community from the last 125 years. If you would like to share (photographs or stories) please send them to the OBMA Office via email to CreativeDirector@OceanBeachSanDiego.com or mail / in person to 1868 Bacon St., San Diego, CA 92107. Call the office with any questions (619)224-4906. Deadline for submissions is Thursday, August 23rd.



**FOLLOW US ON . . . .**

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

**Fri-Oct 12, 2012**  
 4pm - 10pm  
**Band Jam** (Pier Parking Lot)

**Sat-Oct 13, 2012**  
**OB Oktoberfest**  
 10am - 10pm  
**Vendor Applications**  
 Available NOW  
 OceanBeachSanDiego.com  
 and go to Events in OB







# MOM TO MADRE

## Back to School Book Drive - August 1-17, 2012

*Kids need books at home to succeed in school.*



*Please help us give books to kids in O.B. schools.  
Drop off new or "like new" kids' books at:*



Ocean Beach Business Center  
4876 Santa Monica Ave.  
San Diego, California, 92107  
619.222.4876



*Or  
Visit our website to make an online donation  
to buy a book for a child.*

**[momtomadre.org](http://momtomadre.org)**

Contact Mom to Madre at  
619 309-5151  
[info@momtomadre.org](mailto:info@momtomadre.org)

*Mom to Madre extends a hand, in English and  
Spanish, to young moms trying to beat the odds.*

Mom to Madre is a California nonprofit corporation, tax exempt under Internal Revenue Code, Section 501(c)(3); EIN 27-1299878. We accept both financial and in-kind donations with gratitude. Your donations are tax deductible to the extent allowed by law.



# DIFFERENT STAGES Ocean Beach

## The News Is Out

Ocean Beach has a live theatre venue ....The Ocean Beach Playhouse at 4944 Newport Avenue (Electric Ladyland Art & Music Center) -something a bit different for not only Ocean Beach and Point Loma residents but a new entertainment offering to bring visitors another choice and reason to visit our community. Different Stages-the group producing the plays and soon to be musicals is suggesting ways that you can show your support and help out with this endeavor. The group is offering very affordable ad space in the program and on the web site [www.differentstages.biz](http://www.differentstages.biz). You can help with a small ad or "welcome message" starting as low as \$15 in black and white or something in color from \$85 to \$150 depending on size. All copy must be received by 8/4.

### Black and White:

Business card size ad- \$15

Quarter page ad-\$35

Half page ad-\$50-(Plus 2 complimentary tickets to any performance)

Full page ad- \$85-(4 complimentary tickets to any performance)

### Color:

Half page ad- \$85--(4 complimentary tickets to any performance)

Full page ad- \$150--(6 complimentary tickets to any performance)

If you are not comfortable purchasing an ad there are numerous ways to support a theatre group in your community: Posters in windows, postcards near check out registers which feature a discount on theatre ticket, wait staff can pass along to restaurant guest, hotel guest services--you name it and we will make it work. Please call Jerry at 760.473.5963 or email at [diffstages@aol.com](mailto:diffstages@aol.com). Our ticket prices are very low also.

Our Next Production.....

A Summer Comedy!



Ocean Beach and  
Point Loma residents  
\$10 (door sales only)  
Thursday 8/9 and  
Friday 8/17

Zip code must be on CDL

## THE DIXIE SWIM CLUB *Written by Jones, Hope, and Wooten*

*A story of five unforgettable women – a hilarious and touching comedy about friendships that last forever.*

*Wives bring your husband...husbands bring your wife...boyfriends bring your girlfriend....girlfriends bring your boyfriend*

August 9, 10, 11, 17, 24 at 8pm. Ticket prices \$10/\$15/\$22

Be a part of theatre history in Ocean Beach and join in on this two act play.

Reservations on line at [www.differentstages.biz](http://www.differentstages.biz) or 760.473.5963 or at the door



**FREE**  
**KIDS**  
**SUMMER**  
**VBS CAMP**



**AUGUST 6-10 • 9AM-12PM**  
**SUNSET CLIFFS & SANTA MONICA**  
**OB1CHURCH.COM**





# Vacation Bible School

at Point Loma United Methodist Church

1984 Sunset Cliffs Blvd.



## Where Faith and Life Connect

August 20-24, 5:30-8 pm

Fee: \$45/family

(includes dinner and snacks every night)

Scholarships available

Registration dates:

August 5<sup>th</sup> 12-2pm    August 7<sup>th</sup> 6-8 pm    August 9<sup>th</sup> 9-11am

Email Shannon Skeens at [scskeens@gmail.com](mailto:scskeens@gmail.com) for more information and to volunteer





Celebrate the Craft at the PLA Annual Dinner!

Thursday, October 4, 2012

Kona Kai Resort

1551 Shelter Island Drive

5:30 p.m. • Dinner at 7:00

Beer • Brats • Music from Polka Dots • Authentic German fare

- Hear brewers from Ballast Point, Green Flash Brewing Co. and Stone Brewing Co. tell their stories
- Enjoy the Famous Dick Lareau Video

Tickets \$80 or \$150/couple

Tables of 10 \$1000

Complimentary parking

Business Attire or Lederhosen!

See enclosed envelope for payment information.



STONE  
BREWING CO.