



Ocean Beach MainStreet Association August 2016 Newsletter



BOARD OF DIRECTORS

- Barbara Iacometti, President**
Details SalonSpa - Executive Comm. Chair
- Julie Klein, 1st Vice President**
Julie Designs - Public Safety Co-Chair
- Michael Akey, 2nd Vice President**
Pacific View Real Estate - Design Chair
- Mike Stifano, Treasurer**
Winstons - Finance Chair
- Mary Orem, Secretary**
Villa de Loma Apartments - Public Safety Co-Chair
- Gary Gilmore**
Gilmore Family Jewelers - EV Chair
- Dave Martin**
Shades Oceanfront Bistro
- Craig Gerwig**
Newport Avenue Antique Center
- Matt Kalla**
Matt Kalla Insurance Agency
- Tevia Oskin**
Active Visitation - Promotion Chair
- Chris Wilmot**
Christopher W. Wilmot, CPA
- Ron Marcotte**
Sign Diego
- Kyle Jaworski**
Raglan Public House
- Alicia Shapiro**
Aliro Marketing

STAFF

- Denny Knox, Executive Director**
Claudia Jack, Office Assistant
Isabel Clark, Programs Director
Susan James, Project Director
Tracy Wagner, Project Manager

FARMERS MARKET STAFF

- David Klamon & Community Crops**
Market Managers
Tony, Richee, Kyle, & Evelyn

August Meeting Schedule

Aug. 2	Tues.	8:30am	Design Meeting
Aug. 5	Fri.	8:30am	Promotion Meeting
Aug. 9	Tues.	10am	North OB Meeting
Aug. 10	Wed.	8:30am	Finance Meeting
Aug. 10	Wed.	Noon	Economic Vitality Meeting
Aug. 11	Thurs.	Noon	Board Meeting
Aug. 25	Thurs.	5:30pm - 7:30pm	Sundowner at Shades

All meetings at the OBMA office unless otherwise noted.

(note: No Public Safety Committee meeting this month)

**Have an announcement or an event you'd like in the newsletter?
Send it to: info@oceanbeachsandiego.com or call 619-224-4906.**

Please join us for the August 2016
OBMA Sundowner Hosted by

Shades Oceanfront Bistro & Ocean Dental Care

Come bid farewell to the Shades family & meet the new owners!

Shades last day is September 5th.



5083 Santa Monica Avenue | Ocean Beach

Thursday - August 25, 2016 - 5:30pm - 7:30pm

Free Drawing: Bring your business card . . . get to know your neighboring businesses and have some delicious munchies and drinks!

Open to all OBMA members & their employees

Join us for a special Sundowner on August 25th and come say farewell to the Shades family. The restaurant's last day will be September 5th.

The new owners will be there to meet everyone. The new name will be OB Surf Lodge and it will be a family-friendly venue with a dog-friendly patio.

Hope to see you there!



OB Oktoberfest vendor applications are now available. Stop by or download the application from: oceanbeachsandiego.com/attractions/annual-events/ob-oktoberfest. The OB Oktoberfest is October 7 & 8, 2016.

OB Pier 50th Anniversary Celebration



The iconic Ocean Beach Pier opened on July 2, 1966. To mark its 50th anniversary, OBMA invited the community to take a stroll on our beautiful pier and enjoy the incredible views, as well as a number of special activities during the day on July 2, 2016.

The Ocean Beach Community Foundation unveiled a new interpretive sign on the pier in a brief ceremony with remarks by California Speaker Emeritus Toni Atkins and Conrad Wear from City Councilperson Lorie Zapf's office. OBMA President Barbara Iacometti accepted special proclamations and commendations from our

(continued on pg. 2)



Community & Business News



(continued from pg. 1) OB Pier 50th Anniversary Celebration

representatives at the ceremony. Visitors to the pier that day received free postcards (we handed out over 2,000) and had them marked with our custom-designed Special Pictorial Cancellation at the temporary OB Pier 50th Anniversary postal station set up by the United States Postal Service. OBMA sold our commemorative merchandise, shared our historical display exploring the pier's rich history, and provided a life-sized backdrop of the pier opening in 1966 along with fun photo props. The two gentlemen featured in our OB Pier oral history video (see the video at oceanbeachsandiego.com/media/videos/ob-pier-history-construction-opening-weekend) – Leonard Teyssier, the contractor who built the pier, and Chuck Bahde, who served on Peninsulans, Inc., which commissioned the pier – were on hand to meet community members and answer questions. They even signed autographs!

Many community members had the opportunity to be interviewed by one of the media outlets covering the day's festivities. Check out some of the news clips at oceanbeachsandiego.com/media/videos.

Thanks so much to everyone who attended and/or helped out with the pier's anniversary!
(all photos courtesy of Troy Orem)



OB Pier 50th Anniversary Art Show

OBMA was pleased to collaborate with Teeter on a gallery show featuring community-submitted artwork depicting or inspired by the Ocean Beach Pier in honor of the pier's 50th anniversary. The opening reception on Thursday, June 30, included a local chef showcase with fabulous food from Raglan Public House, BBQ House, Four Seasons Foods Catering, Mother's Saloon, OB Noodle House Bar 1502, Beach Sweets, and The Cravory and beverages from Mike Hess Brewing and Gianni Buonomo Vintners. Attendees were serenaded by Mark Langford of Rock and Roll San Diego and John Tafolla, whose band The Insites played at the OB Pier's opening celebration in July 1966.



OBMA Board Election Results / Executive Board Election

The results are in! Julie Klein, Dave Martin, Mary Orem, and Mike Stifano were all re-elected for three year terms! Board elections for President, 1st VP, 2nd VP, Secretary, and Treasurer will be at the OBMA Board Meeting on Aug. 11th at noon.





Community & Business News



Upcoming events at **Gianni Buonomo Vintners**, 4836 Newport Ave.:

Paint & Sip Party — Thursday, August 4, 6:30pm - 9:00pm

Join us for a night of wine and step-by-step painting instruction hosted by Inspire SD Studio. All materials are provided, and the fee includes your first glass of wine. \$35/person with promo code: GIANNI. Advance registration required at www.InspireSDstudio.com.

City Cellars Yoga — Saturday, August 6, 10:30am - 12:30pm
Join fellow yogis and wine lovers for an invigorating yoga practice followed with a glass of Gianni Buonomo wine. Reserve your spot at www.citycellaryoga.com.

Gala 2013 Vintage Release Weekend — August 12 - 14
Come celebrate the exciting release of Gianni Buonomo Vintners' 2013 line-up of wines. Light tasty bites and generous pours of the new wines will be provided.



Robert Burns, the Ocean Beach bagpiper, piped in the Independence Day Parade in Coronado and will be competing in August in Scotland with the Cameron Highlanders Pipe Band!

Ocean Beach Scholarship Fund is a network of nonprofit, community-based groups whose volunteer members provide scholarships and academic support for local students. Scholarship funds are raised from private donations. They are celebrating 30 years of helping OB community residents succeed through scholarship opportunities.



Ocean Beach Scholarship Fund

They are currently accepting applications for scholarships to adults in the OB community (92107). If you have volunteered 25 or more hours to make Ocean Beach a better place to live/work and are a college student in need of funding, please apply for a OBSF scholarship. They will award 3 of these Community Service scholarships. The applications are online (www.OBScholarshipfund.org) and are due August 14, 2016.

OBSF also welcomes donations from businesses, organizations, civic groups, and individuals. Scholarships are \$500 each, but no donation is too small or too large!

Please make checks payable to OBSF and mail to:

OBSF / Katie O.Whalen-Elsbree
4761 Niagara Ave
San Diego, CA. 92107

OBSF is a non profit 501(c)(3). All donations are tax deductible. We are a program of the Ocean Beach Community Foundation. OBCF tax ID # 33-0871198.

It finally happened. **Lighthouse Ice Cream** has a little piece of Disneyland. They just put in pineapple Dole Whip and it's Dairy Free!! And did I mention it's delicious?



Newbreak Playschool is open year round and is currently accepting enrollment for ages 2-5. Stop by anytime, 4694 Cape May Ave., for a tour or visit www.nbplayschool.com for more info.



Megan Williams of **My IEP San Diego** has over 15 years as a school psychologist, classroom teacher, ABA therapist and case manager. She has a Masters in School Psychology and a Masters in Curriculum Instruction. Her company **My IEP San Diego:**

- Is dedicated to making sure all students are able to achieve
- Helps maintain the peace in the family unit and develop strategies that help the family best understand their child's behaviors.
- Provides a safe and confidential and compassionate space for parents to discuss all issues affecting the family unit.
- Provides support with an Individualized Education Plan (IEP) along with all education and special education paperwork.
- Supports schools and school personnel with their IEPs and difficult issues which may arise.
- Serves as a mediator between schools and parents in order to help facilitate progress and maintain a unified front for what is best for the child.

Give her a call at 619-606-8735 or email her at myiepsandiego@gmail.com.

USDA Secretary Tom Vilsack officially declared August 7-13, 2016, as the 17th annual **National Farmers Market Week**, highlighting the key role that farmers markets play in bringing communities together around agriculture. Visit OB's market every Wednesday, from 4-8pm (4-7pm in winter)!



New Members / Member Changes

STAMPR LLC — New Member

4967 Newport Ave., #6 San Diego, CA 92107 619-204-9593
Shipping/Packing, Business Services, Special Services

Newbreak Church & Preschool — Name Change

4694 Cape May Ave. San Diego, CA 92107 858-576-0007

Johanna's Skin Care — New Address

1835 Sunset Cliffs Blvd., #203 San Diego, CA 92107
619-962-2167

Batten Accountancy, Inc. — New Address

4696 Greene Street San Diego, CA 92107 619-501-6359

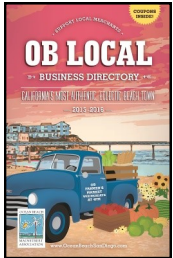
Setting Sun Martial Arts — New Owner

Jherie Araos-Silva 619-223-8827
4993 Niagara Ave., #109 San Diego, CA 92107



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www.OceanBeachSanDiego.com
 Email: info@OceanBeachSanDiego.com
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Inserts: Mom to Madre and The Good Life Consulting

Follow us on Twitter: @OceanBeachCA

Like us on Facebook: facebook.com/OBMA92107

POLICE AUTHORIZATION FORMS Annual Renewal – only once a year!

Be sure to fill out your Police Authorization form (Letter of Agency), which you can access at oceanbeachsandiego.com/mainstreet-association/public-safety.

You are in Western Division.
 Follow the instructions.
 Please do it today!

OceanBeachSanDiego.com

Ocean Beach Pier Merchandise



Commemorative Coin \$10



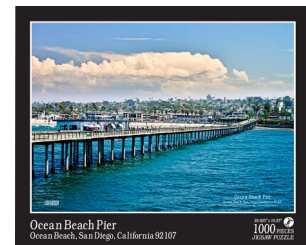
Pin \$8



Wooden Keychain/
 Bottle Opener \$8



Ladies' & Men's T-Shirts \$20



Pier Puzzle \$25

Stop by the OBMA office or order online at
www.OceanBeachSanDiego.com/obmastore/pier-50th-anniversary





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Small business consulting for Ocean Beach & Point Loma

Menu of Services

- Business Coaching
- Customer Engagement
- Marketing Strategy
- Branding & Communications
- Website Design
- Business Development
- Analytics & Reporting

Contact me for a consultation!



thegoodlifeconsulting@gmail.com



www.thegoodlife-consulting.com



917-434-4760

Tina Selwyn
Owner & Principal Consultant

“Hiring Tina was one of the best decisions we’ve ever made Tina has years and years of the best kind of experience imaginable. Her expertise, professionalism and knowledge are the core of her business. Her dedication, passion and creativity are what make her so special. We could have hired someone full-time for a year to do all of the things that Tina has done for us in a month. She’s that good.”

Mitch McGinley, Owner & Managing Director
Happy-U Namaste Yoga Center



“Tina has been hugely instrumental in helping us to reach our business goals. She helped us to assess our current situation and set goals for the future, identify concrete ways to improve our business model, and worked hard to implement key changes to help our business to thrive. Her approach was thoughtful, creative and concise from idea to implementation. She was detail-oriented and her ideas consistently garnered positive results. Our business is running more smoothly than ever, and we are grateful for Tina’s hard work and dedication to us and our vision.”

Kelly Robinson, Owner
Therapie Day Spa



5 Ways to Grow Your Business (Free Tips!)

- ✓ Streamline your business. If it's not profitable, stop doing it.
- ✓ Simplify your marketing messages.
- ✓ Learn to delegate and listen to your employees.
- ✓ Do a competitive analysis to learn from your peers.
- ✓ Give something valuable away. Free for you, valuable to your customers.

The Good Life
Consulting

**SPECIAL
OFFER**

Through September 2016, the first **10 OBMA
Members** that mention this ad will get **\$100 OFF**
of a comprehensive consultation!



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