

## BOARD OF DIRECTORS

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*Julie Designs - Crime Prevention Chair*

**Michael Akey, 2nd Vice President**  
*Pacific View Real Estate - Design Chair*

**Mike Stifano, Treasurer**  
*Winston's - Finance Chair*

**Mary Orem, Secretary**  
*Villa de Loma Apartments*

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*Surf'n Sea Wetsuits*

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**Matt Kalla**  
*Matt Kalla Insurance Agency*

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**Chris Wilmot**  
*Christopher W. Wilmot, CPA*

**Ron Marcotte**  
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**Mike Zouroudis**  
*Raglan Pubic House*

### STAFF:

**Denny Knox, Executive Director**  
**Claudia Jack, Office Assistant**  
**Liz Greene, Creative Director**  
**Susan James, Directory Manager**

### FARMERS MARKET STAFF:

**David Klamam & Community Crops**  
*Market Managers*  
**Tony, Glenn, Richee, Nick & Evelyn**



**HAPPY  
NEW  
YEAR!!**

## Ocean Beach MainStreet Association January 2015 Newsletter

### 2015 Business Development Series

presented by the

### Ocean Beach MainStreet Association Annual Marketing Breakfast

Many thanks to



for providing their restaurant space, a light breakfast and electronic presentation equipment for this workshop.

**Tues. Jan. 13, 2015**  
**4839 Newport Avenue**  
**8:00am to 9:30am - Free**

- 8:00 am - Registration and light breakfast
- 8:15 am - Program begins
- 9:15am - Q & A
- 9:30am - Adjourn

**What's new  
for YOU  
this year?**

**Grow your business beyond your four walls this year!**  
**All OBMA members & their employees are welcome to this FREE event!**



Please RSVP by phone or email to the OBMA Office:  
619-224-4906 - [creativedirector@oceanbeachsandiego.com](mailto:creativedirector@oceanbeachsandiego.com)  
But as always, if you forget to RSVP don't worry, just show up!

## 2015

*is your year to enjoy every day and plan for tomorrow!*

Please **participate** in making Ocean Beach a wonderful place to do business - **mingle** at the sundowners, **update** your information in the online directory and printed directory, **join** one of our many committees, and definitely **attend** the upcoming OBMA Annual Marketing Breakfast! As Seth Godin writes "If you hesitate to map out your future, to make a big plan or to set a goal, you've just gone ahead and mapped your future anyway."

## January Meeting Schedule HAPPY NEW YEAR!

Jan 1 Thurs OBMA Office is closed  
No Design Committee Meeting this month  
No Promotion Committee Meeting this month

Jan 7 Wed. 8:30am Finance Committee

Jan 7 Thur Noon Board Meeting

Jan 10 Sat. 7am - take down holiday decorations!

Jan 13 Tue 8am -9:30am OBMA Business Seminar

Jan 14 Wed. Noon ER Committee

Jan 20 Tue. 8:30 am Crime Prevention Committee

Jan 22 Thurs. 5:30-7:30pm OBMA Sundowner  
The Woman's Club

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

**Crime Prevention Committee** reports that we will be extending the **OCEAN BEACH SECURITY PROGRAM** for another 6 months. We will be contacting merchants and property owners in early January to help with funding the program. We've found that the patrols 3 or 4 days per week are very helpful in providing information that we can use when discussing our plans and needs with SDPD and many of the non-profit groups that are attempting to provide services to those in need.

You may have noticed the usual increase in travelers as the weather worsens across the country. Good weather is a magnet for many people who come here. Reporting graffiti and illegal dumping are the top reporting crimes. It's astounding the number of couches, beds, chairs, tables, trunks, and junk abandoned in our alleys. Graffiti has become a multiple, every day occurrence and is reported consistently. Illegal Lodging is the 3rd most reported infraction by our patrols. We have plans to meet with our newly elected Councilperson, Lorie Zapf, and representatives from the Mayor's office soon. We will keep you informed as the months roll on. We are very grateful for the District 2 grant that has covered part of December's costs and will cover about one quarter of our costs for January and February. Thanks to everyone who participated in this program. If you have suggestions, please let us know as soon as possible. 619-224-4906



# Member & Community

## MEET - TES KEMPNER & STU SCHREIBER – PROUD NEW OWNERS OF THE OCEAN BEACH PLAYHOUSE & ARTS CENTER!

Multi-Media Live Recording Studio - Performance Theatre - Film & Concert Venue & Community Gathering Space! *From the owners . . .* For 23 years, the artistic team of Tes Kempner and Stu Schreiber has been wreaking creative havoc up and down the western coastal bio-region. Having “hooked-up” in a Hollywood acting class, they recognized each other’s uniquely compatible sensibilities (the poignant & the absurd!), training (NY & LA), talents and world view – and have been passionately conspiring ever since.

When Tes approached Stu saying “There’s a cool little theatre for sale in downtown Ocean Beach I think we’re supposed to buy...” Stu replied, “Oh! You mean as a venue for all the things we ever talked about doing?” To the party, they bring acting, singing, dancing, teaching, writing, directing, song-writing, a strong sense of play, vision, enthusiasm, community-mindedness, and high purpose. They are excited to share many, many transformational offerings in this sacred “Temple of the Muse” so lovingly created and shepherded until now by Paul and Lynne Bolton...contributing substance, alcohol and cruelty-free enlightenment to our OB neighbors – to serving and inspiring the San Diego community – AND WORLD AT LARGE!!

We will continue posting on the same facebook group page and website as our predecessors, so please remain – (or “Like” and bookmark!) - THE OCEAN BEACH PLAYHOUSE AND ARTS CENTER [www.facebook.com/OBPlayhouse](http://www.facebook.com/OBPlayhouse) – and STAY TUNED for our updates... THE OCEAN BEACH PLAYHOUSE LIVES ON!!! - [info@oceanbeachplayhouse.com](mailto:info@oceanbeachplayhouse.com)

## 2015-2016 OB LOCAL BUSINESS DIRECTORY

We’re still waiting for a few of you to get your artwork in and for the cover to be completed. January 6th will probably be the last day for any changes to your listings or ads. We have a few spots available for coupons including a full page spot and 2 half page spots as of this moment in time. Let us know if you want us to design your ad for you. We’d be happy to do it.

Expected completion date is late January and printing finished in early February. We’ve made some terrific changes to the publication which we think you will like. Call us at 619-224-4906 .

*"We're teaming up with Uber so you can ride with ease! To get your first Uber ride free (up to \$20), sign up at <http://get.uber.com/go/OBMA> or download the app, and enter the promo code OBMA."*

# UBER



BETTER, FASTER AND CHEAPER THAN A TAXI.

uberX IS IN YOUR NEIGHBORHOOD

Uber is a mobile application that connects riders to drivers with the push of a button. In minutes, a car will be curbside, ready to take you wherever you need to go.

SIGN UP WITH PROMO

**OBMA**

FOR YOUR FIRST RIDE FREE (UP TO \$20) - NEW USERS ONLY

3 SIMPLE STEPS TO TAKE YOUR FIRST RIDE

1. DOWNLOAD THE APP
2. ENTER THE PROMO CODE
3. REQUEST YOUR RIDE

Available on the App Store, Get it on Google Play, Download on Windows Store

Uber is an app that allows you to request a ride with the tap of a button. Drivers arrive curbside in just minutes, you can track the arrival of your ride on your iPhone, Android or Blackberry and payment is charged directly to your credit card on file.

- Not sure how to Uber? It's easy! . . . iPhone, Android, Windows Phone or Blackberry:
- Download the app
  - Select your pick up location
  - Request a ride

Questions? Contact [t.uber.com/support](http://t.uber.com/support)

Photos by Troy Orem



**Holiday Sundowner Fun!** Many thanks to **Shannon Brown** and her crew at **Brown Marketing Strategies** for hosting our December OBMA Sundowner! Everyone thoroughly enjoyed checking out Shannon’s newly refurbished space on Voltaire. And the cake was really delicious.



Thanks to Stumps, The Venetian, To the Point and Pure Thai. . . . By the way, the cake was really delicious too!



### 2015 IRS MILEAGE ALLOWANCES - IRS Publication #17

2015 Business Mileage allowance by the IRS = 57.5 cents per mile.  
 2015 Personal – medical & moving purposes = 23 cents per mile  
 2015 Charitable purposes mileage allowance = 14 cents per mile



**OB Town Council's HOLIDAY HOME DECORATING CONTEST WINNERS ARE:**  
**BEST USE OF LIGHTING - 4610 NEWPORT AVENUE**



**JUDGES CHOICE - 4311 DEL MAR**

**MOST ORIGINAL DECORATION**  
 4634 GREENE STREET  
*Congratulations to all & to all a good night!*

Photos by Mike McCarthy





# Member & Community

CONGRATULATIONS to All!

**From the OB Town Council**

**THE OB PARADE WINNERS ARE:**



**CATEGORY WINNER**

- Family** OB Peace Heads: *War Is Over If You Want It*
- Individual** Magician Loch David Crane and the Star Trike
- Merchant** The Inn at Sunset Cliffs
- Neighbors** TIED VOTE: OB Pause and OB's Finest Presents  
*"Say you want a Revolution"*
- Organization** TIED VOTE: The Friendly Sons of St. Patrick and  
Dana Middle School Surfrider Club Presents  
*Surfrider Stranded OB Style*



Photo by Mike McCarthy

The winners were determined by a panel of esteemed local judges (T. Perrotti, President of the OB Community Development Corp.; B. Iacometti, President of the OB MainStreet Assoc; P. Ruscetti, President of the OB Planning Board; L. Bolton, Local Artist and co-owner of The Electric Chair and Primitive Kool Gallery; and P. James, Co-Founder and President, of the OB Historical Society).

## Welcome New Members/Member changes

### Paws Play

www.paysplaysandiego.com  
619-757-4600 info@pawsplaysandiego.com  
*Pet Sitting, Dog Walking, Pet Care*

### The Wine Pub

2907 Shelter Island Dr. #108, San Diego, CA 92106  
www.thewinepubsd.com Sandy@thewinepubsd.com  
*Restaurant, Wine Bar, Bar*

New manager at **Union Bank** Samuel Criales 619-221-2823  
Samuel.criales@unionbank.com

### Re:Generation Church

Maporter73@gmail.com 619-994-2027 Mark Porter  
*Churches*

### Four Seasons Foods Catering

Billy & Sierra Burd 619-994-3801  
chefbillyburd@gmail.com FourSeasonsFoodsCatering.com  
*Catering*

### San Diego County Credit Union

#### Point Loma Branch

1004 Rosecrans St., San Diego, CA 92106 877-732-2848

#### Sports Arena Area Branch

3455 Sports Arena Blvd. Ste 120, San Diego, CA 92110 877-732-2848

Contact information for both branches:

marketing@sdccu.com www.sdccu.com

*Financial Services, Banks, Loans*

### West of the 5

2230 Ebers Street Natalie@westofthe5.com  
www.westofthe5.com 619-363-5055  
*Real Estate, Real Estate Service, Professional Services*

## 2014 Winners of the Storefront Decorating Contest



**1st Place** - Edward Jones

\$200 Ocean Beach

**2nd Place** - South Coast Surf

\$150 Shop

**3rd Place** - The Balanced Bear:

\$100 A Chiropractic Studio

**4th Place** - San Diego's Ocean

\$ 50 Beach International  
Hostel



With over 500 Facebook votes we are happy to announce the winners of the Annual Storefront Decorating Contest.

Congratulations to the local businesses that really put their holiday spirit into it and got their lights and decorations up for the entire community to enjoy.

Another great year of holiday decorating! This might have been the best year ever.

*All of us at the OB MainStreet office thank you for the good cheer!*





**Ocean Beach MainStreet Association**

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**Office:** 1868 Bacon Street, Suite A  
San Diego, CA 92107  
619-224-4906, Fax 619-224-4976

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

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**Insert: Erin Jaszczak**  
Berkshire-Hathaway

**Follow us on Twitter:**  
<http://twitter.com/OceanBeachCA>

**Like us on Facebook too!**  
<http://www.facebook.com/OBMA92107>

**POLICE AUTHORIZATION FORMS**  
*- Once a year!*

**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. Follow the instructions. Please do it today! **Thanks.**



Please join us for the  
**January 2015 OBMA Sundowner**  
co-hosted by



at the OB Woman's Club  
2160 Bacon St. | OB 92107  
Thursday - Jan. 22nd - 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**