

BOARD OF DIRECTORS

Barbara Iacometti, President

Details SalonSpa - Executive Comm Chair

Julie Klein, 1st Vice President

Julie Designs - Crime Prevention 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 - Crime Prev Co-Chair

Gary Gilmore

Gilmore Family Jewelers - ER 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

Mike Zouroudis

Raglan Public House- OBHG Chair

Alicia Shapiro

Aliro Marketing

STAFF:

Denny Knox, Executive Director

Claudia Jack, Office Assistant

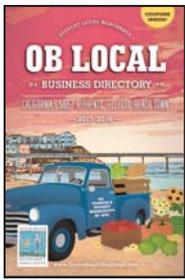
Isabel Clark, Programs Director

Susan James, Project Director

FARMERS MARKET STAFF:

David Klamon & Community Crops
Market Managers

Tony, Richee, Kyle & Evelyn



Ocean Beach MainStreet Association January 2016 Newsletter

Breakfast

2016

Business Development Series

presented by the *Ocean Beach MainStreet Association*

Annual Marketing Breakfast

When: Tuesday, January 12, 2016

Breakfast from

Where: OB Warehouse

4839 Newport Avenue

Time: 8am to 9:30am



All OBMA members & their employees are welcome to this FREE event!

BRAND EQUITY - Know It... Be It... Promote It...



OCEAN BEACH
MAINSTREET
ASSOCIATION

Please RSVP by phone or email to the OBMA Office:

619-224-4906 | isabel@oceanbeachsandiego.com

But as always, if you forget to RSVP, don't worry-just show up!

Brown Marketing Strategies



What a great December Sundowner at Brown Marketing Strategies. Many thanks for the awesome food, drinks and all-around fabulous time. The music was terrific, too.

Sundowners are one of the best ways to get to know other members of the OBMA and a fun way to network.

Check out the photos pg 3

January Meeting Schedule

Jan 1	Fri.	Office closed, no Promotions Meeting
Jan 5	Tues.	8:30am Design Meeting
Jan 12	Tues.	8am OBMA MARKETING BREAKFAST at OB Warehouse, 4839 Newport Ave.
Jan 13	Wed.	8:30am Finance Meeting
Jan 13	Noon	Noon ER Meeting
Jan 14	Thurs.	Noon OBMA Board Meeting
Jan 19	Tues.	8:30am Crime Prevention Committee Mtg. Newbreak Church, 4694 Cape May Ave.

All meetings at the OBMA office unless otherwise noted.

January 2016 page 1

2016 will bring many challenges for business owners . . .

More regulations and many employment changes. If you have a payroll company you use, please make sure to pay attention to employer updates. We also suggest that you use a CPA and/or book-keeper so that you can stay on top of IRS changes and EDD regulations.

TWO IMPORTANT UPDATES:

Minimum wage goes to \$10 per hour starting January 1, 2016.

Beginning on Jan. 1, 2016, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 54 cents per mile for business miles driven, down from 57.5 cents for 2015
- 19 cents per mile driven for medical or moving purposes, down from 23 cents for 2015
- 14 cents per mile driven in service of charitable organizations

Community & Business News

Coastal Habitat Restoration, January 23rd, 2016. Event Location: Grassy area behind the Ocean Villa Hotel. Park in the Dog Beach parking lot. Here is a map link to the location: <http://bit.ly/1HPZPm>. Free, 9 am - noon. Partner Organization: San Diego River Park Foundation. The Friends of the San Diego River Mouth, a chapter of the San Diego River Park Foundation, needs volunteers with an interest in helping to save and restore one of the last remaining Coastal Dune and Wetland Habitats in San Diego. Over 95% of these habitat areas no longer exist in California. Home to many endangered birds, fish, and mammals, this area needs your help to remain as a viable habitat area. An educational walking tour will be included. Activities include: invasive plant removal, native plant rescue, watering and care of recent plantings, trail maintenance and litter removal. All tools and supplies are provided. Community service hours can be verified for those that need them. Be sure to dress in clothes that can get a little dirty and wear closed shoes, no sandals or flip-flops allowed for safety reasons. If you have any questions or would like to RSVP, please call (619) 297-7380 or send an email to volunteer@sandiegoriver.org.



Jake & Eggs is a new popup restaurant inside Sundara that is open every Saturday and Sunday from 8am to 2pm. It was started by Jake and Marisa Turnbow, a local OB couple who have been friends with the Sundara partners for years and who also work at the Indian restaurant. Sundara originally got its start as a popup, so Jake & Eggs is carrying on that tradition! They serve delightful homemade American breakfast as well as locally roasted organic coffee. Jake & Eggs has been open since the beginning of November and so far the response has been great. They invite everyone to join them to dine in or order online at jakeandeggs.com.



Join Clean-Ups for Change for a community litter cleanup that focuses on the streets and sidewalks that lead to the ocean in addition to cleaning litter off the beach on Saturday January 9th at Pizza Port (1956 Bacon St.) from 9am until noon. Volunteers will be asked to focus on a specific segment of Ocean Beach. Info at www.cleanupsforschange.org



Photo courtesy of Dennis Andersen

Great photo from the waves pounding the Ocean Beach Pier!

Welcome New Members/Member Changes

Ocean Beach Surf School—new address
5022 Santa Monica Ave. San Diego, CA 92107

Surfcaster

5050 Niagara Ave. San Diego, CA 92107 619-225-1260
www.surfcasterapartments.com
surfcaster@sunrisemgmt.com
Real Estate Rentals

Ocean Beach Getaways

619-261-5664 ed@edwindecker.com
Vacation Rentals, Hotels & Lodging, Real Estate Rentals

Luftman, Heck & Associates, LLP

1958 Sunset Cliffs Blvd. San Diego, CA 92107
619-346-4610
www.LawLh.com sgrace@LawLh.com
Attorneys, Legal Services

Dear OBMA members,

As we enter into a new year, it's natural to reflect on how we want to spend the year ahead. At the Ocean Beach MainStreet Association, our 2016 will bring even more focus on supporting local businesses – your businesses – and driving customers to Ocean Beach. You can get involved by joining a committee, attending Sundowners, or volunteering at our events. When we work together, we can achieve even more!



The beloved Ocean Beach Fishing Pier turns 50 years old in July 2016. We will be celebrating the pier with new banners, new products, and special events. Stay tuned to these newsletters and our emails, website, and social media channels for all the latest news on the pier celebration!

See you soon,

Barb Iacometti, OBMA President
Details SalonSpa

FYI - We were recently contacted by Workpop (workpop.com), a hiring platform, community, and complete HR Solution -- designed specifically for small and medium size businesses. It is free to use their hiring platform; the majority of their users are businesses and job seekers in the food/beverage, hospitality, and retail industries. With Workpop you get :

Top-Notch Candidates - Reach the maximum number of quality candidates. We use 100+ job boards, social media, and our exclusive Community to find the best of the best. Post for free with us and your job post is syndicated everywhere candidates are looking for work.

Fast, Easy Hiring - Hire intelligently using our powerful, user-friendly platform. From candidate video intros, to filtering by availability, to on-platform messaging, Workpop empowers you to make an informed decision faster.

Community Engagement - Connect with thousands of job seekers and employers in our Community forum. Give feedback, trade ideas, and build your brand. Interact with the people who comprise your industry like never before.

If you're interested, check them out at workpop.com.

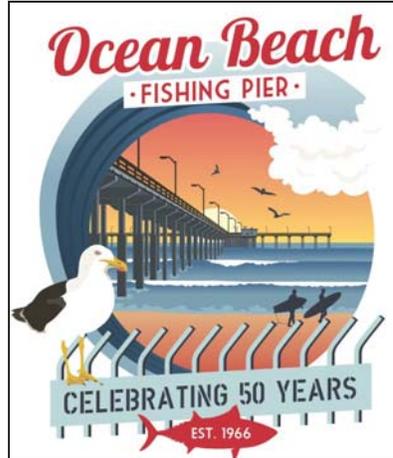
Sundowner . . . continued from page 1

The Holiday Mixer at Brown Marketing Strategies. Check out all the fun! If you are interested in hosting a Sundowner in 2016, please contact Isabel at our office 619-224-4906 or email her at Isabel@oceanbeachsandiego.com. Once again, many thanks to Shannon Brown for such a great get together. *All photos by Troy Orem!*



The next OBMA Sundowner will be in March 2016. Be sure to mark it on your calendar - March 24th. More info to come!

2016 is the Year of the OB Pier . . . The 50th Anniversary of the OB Pier. *That will be our theme for the year, so watch for more fun and interesting facts about the OB Pier.*



WINNERS OF THE STOREFRONT DECORATING CONTEST

1ST PLACE - Thrift Trader

350 online votes including email votes



2ND PLACE - South Coast

296 online votes including email votes



3RD PLACE -

South Coast Wahines

206 online votes including email votes



4TH PLACE -

Architects hanna gabriel wells

138 online votes including email votes



Congratulations to all who decorated!



Ocean Beach MainStreet Association

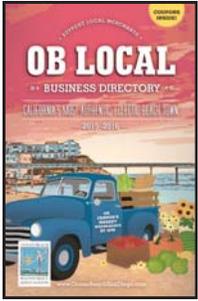
PO Box 7990, San Diego, CA 92167

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



What's Inside this Edition?

Calendar of Meetings	1
Welcome New Members/changes	2
Community & Business news	2
Workpop - FYI	2
Letter from our President, Barbara	2
More Community & Business news	3
Brown Marketing Sundowner photos	3
Storefront Decorating Contest Winners	3
Sign the OB Pierbook	4
Index	4

INSERTS:

Mark Chrisman, West Coast Mortgage

Follow us on Twitter:

@OceanBeachCA

Like us on Facebook too!

facebook.com/OBMA92107

POLICE AUTHORIZATION FORMS

Annual Renewal—only once a year!

Attention LOCAL MERCHANTS

Be sure to fill out your Police Authorization form (letter of Agency), which 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.**



**OCEAN BEACH PIER
CLASS OF 1966**



Photo by Stephen Rowell

*Sign the "Pierbook"
to share your memories!*

oceanbeachsandiego.com/forms/sign-pierbook

GIVING BACK TO OUR HEROES ONE HOMEOWNER AT A TIME.



HERO BENEFITS THROUGH THE HOMES FOR HEROES® PROGRAM:

- Reduced fees for Real Estate services when you buy or sell your home with **Tiffany Trost**, REALTOR®
- Discounted Mortgage Lender Fees when you purchase or refinance your home with **Mark Chrisman**
- Typical savings when a hero purchases a home on the Peninsula: \$5187.50*

Please visit www.TiffanyTrost.com or www.MarkChrisman.com for more info on the Homes for Heroes® Program!

YOUR HOMES FOR HEROES® AFFILIATES:

TIFFANY TROST, REALTOR®
619-504-8264 | CalBRE# 01297577
tiffany@ascentrealestate.com
www.TiffanyTrost.com

MARK CHRISMAN, MORTGAGE LENDER
619-806-7003 | CalBRE# 01706877
NMLS #8996 | mark@markchrisman.com
www.MarkChrisman.com



WHEN YOU ARE BUYING, SELLING, OR REFINANCING A HOME, LET US SAY **THANK YOU** FOR ALL YOU DO!

TIFFANY TROST and **MARK CHRISMAN** are the exclusive Homes for Heroes® REALTOR® and Lender affiliates for Point Loma and Ocean Beach. Tiffany, Mark, and their families live, work, learn, and play in the community!

WHAT IS HOMES FOR HEROES®?

Homes for Heroes® is a national program dedicated to providing extraordinary savings to heroes who provide extraordinary services to our community each and every day, when they buy or sell a home.

WHO QUALIFIES AS A HERO?

Military (active and retired), law enforcement, firefighters, EMS, teachers, and healthcare workers. If you think you might qualify, tell us what you do for your community.

WHAT ARE THE SAVINGS?

You will receive discounted home selling fees and mortgage services, and savings will depend on the sales price of the home. If you are purchasing a home, Homes for Heroes will send you your Rewards Check after closing.

WHAT DOES IT COST ME?

Nothing! All costs are covered by your local affiliates, Tiffany and Mark.

CAN I BUY ANY HOME AND IN ANY AREA?

Yes, Mark and Tiffany can represent you in any part of San Diego County. This is not a government program with income or geographic limitations or restrictions.

ARE THERE A LOT OF EXTRA APPLICATIONS, FORMS, OR SOME FUTURE OBLIGATION?

None. The Homes for Heroes Promise is: No hidden fees, no red tape, no catch.

HOW DO I FIND OUT MORE?

Please visit www.TiffanyTrost.com or www.MarkChrisman.com for more info on the Homes for Heroes® Program!



YOUR HOMES FOR HEROES® AFFILIATES:

TIFFANY TROST, REALTOR®
619-504-8264 | CalBRE# 01297577
tiffany@ascentrealestate.com
www.TiffanyTrost.com

MARK CHRISMAN, MORTGAGE LENDER
619-806-7003 | CalBRE# 01706877
NMLS #8996 | mark@markchrisman.com
www.MarkChrisman.com

