

ENJOY
2013

Ocean Beach MainStreet Association JANUARY 2013 NEWSLETTER



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STAFF:

Denny Knox, Executive Director

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Farmers Market Staff:

David Klaman & Community Crops,

Market Managers

Tony, Carlos, Kimberly, Josh

2013 Business Development Series

OBMA's Annual Marketing Breakfast

"Marketing resources & strategies for your business"

presented by the Ocean Beach MainStreet Association & Brown Marketing Strategies

7:30am to 10:00am

Tuesday, January 8, 2013

at Nick's at the Pier, 5083 Santa Monica Ave. Upstairs

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

Save
the
Date!

You'll get a TON of annual marketing resources and strategies on:

- Seasonal advertising & Holiday campaigns ■
- Co-op advertising & Marketing ■
- OBMA events & campaigns ■



We'll be laying out the next 12 months of marketing and can help you improve your business as well as our community. Continental breakfast will be provided.



Don't miss out! Marketing materials provided!

Please RSVP at 619-224-4906 or email info@OceanBeachSanDiego.com

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



2013-2014 OB Local Business Directory

We've *extended* the deadline until **January 11th**, however all the covers are sold out. We want to make sure everyone has a chance to update their information for the new online and printed directory.

*If you would like to meet with us,
please call 619-224-4906.*

January Meeting Schedule

Jan. 4	8:30am	Promotion Committee
Jan. 5	7am at office	Take Down Holiday Decorations
Jan. 8	7:30am	Annual Marketing Seminar at Nick's
Jan. 8	8:30am	Design Meeting-CANCELLED
Jan. 9	8:30am	Finance Committee
Jan. 9	Noon	ER Committee
Jan. 10	8:30am	Board Meeting
Jan. 15	8:30am	Crime Prevention Committee
Jan. 15	11:30am-1:30pm	Revitalization Meeting
Jan. 24	5:30pm-7:30pm	OBMA Sundowner

All meetings at the OBMA office unless otherwise noted.

December's
Sundowner at
Electric Ladyland
with food from Raglan's Public House.
Thanks to Lynne & Paul Bolton for a fun evening in a truly unique setting in OB.





**Congratulations
Storefront
Decorating
Contest
Winners**

- ★ Most Unique Window - Corner Store (inside & out)
- ★ Best 125th Theme - Raglan Public House

★ Celebrate with Lights - Pirates Cove Tiki Port won the Individual Award

- 5000 Block of Newport Ave won the Group Award that included Tony's, Lighthouse Ice Cream, Cheswick's, South Coast Surf Shop, Wahine's, Gallagher's Pub, BK Printing, Dreamgirls, OB Smoothie Bar, Bar B Que House, The Black Bead, Jungle Java, Newport Pizza, The Black, Sunshine Co., OB Hotel, Newport Farms, Cow Records, Visions, and Beach Sweets

★ Honorable Mentions:

- OB Hardware John Baker Picture Framing Pruet Realty

Thank you all and everyone else who decorated their businesses this season. The commercial areas looked festive and fun. This was probably the most participation we have had in many years. Thanks again.

OBMA's Annual Marketing Breakfast continued from page 1
Sign up today for this **Free series** co-hosted by locally-owned **Brown Marketing Services** and **OB MainStreet Association**. *This event is open to all OBMA members and their employees.*

*Did you know that 2013 is the
100th Anniversary of Wonderland?*

Learn about **marketing opportunities** throughout this year. You'll receive a binder with information about our annual marketing and advertising programs for 2013. You'll be able to map out your marketing for the month, the quarter and the full year. Learn what everyone else is doing and how to use your advertising budget most effectively. You'll receive the tools to help you with



press releases about your business, specials and events. This workshop will be helpful to anyone who has a busi-

ness, from retail to service professionals. **Help brand Ocean Beach for the 100th Anniversary of Wonderland.** Bring samples of some advertising you have done for sharing. Make your employees your best sales tool.

Learn about the OBMA Promotion Committee. Enjoy a Continental Breakfast for all attendees.

Any questions? Please call us at **619-224-4906**

MEMBER ANNOUNCEMENTS

Make sure you market and promote your business each day! We'll help you do it . . .

Tell us about yourself and your business. What's new, who's joined your team and what new products or services do you have? For inclusion in the newsletter, email 100 words or less to Info@oceanbeachsandiego.com

20 Years Old! Lynn from **The Black Bead** announced today that they will be having their 20th Anniversary on February 2, 2013 from 10:30 to 7pm. Appetizers and refreshments will be served throughout the day. They will also be offering all customers 20% off of everything in the store. The Black Bead, 5003 Newport Ave., 619-222-2115 - www.theblackbead.com

Ocean Beach Planning Board Elections 2013

The Ocean Beach Planning Board will hold its annual elections for the 2013-2014 term on Tuesday, March 12, 2013 at the Ocean Beach Recreation Center at 4726 Santa Monica Avenue in Ocean Beach. Seats for Seven (7) of the fourteen (14) OB District Representative positions will be up for election – one from each of the seven (7) OB Planning Board Districts. If elected, Representatives serve a two (2) year term of office.

The OBPB Election Committee will present and discuss the full 2013 Elections Procedures for approval at the regular meeting of the Planning Board on Wednesday, 2 January 2013 at 6pm at the OB Recreation Center. Interested parties may obtain additional information from the Ocean Beach Planning Board website at www.oceanbeachpb.com; by contacting their District Representative through the website; or by contacting Vice-Chairman Landry Watson (2013 Election Committee Chairperson) by phone at 619-952-2468, or via email landrywatson.obpb@yahoo.com. The approved 2013 Elections Procedures will be posted to the website following approval at the January Meeting.

We at **Ocean Beach Surf & Skate** and **Ocean Experience Surf School** would like to wish our Community friends and neighbors a very Happy Holidays; and thank you all for your patronage and support over this past year.



We would also like to let everyone know that, due to the expiration of our lease, we have been presented with a unique and exciting opportunity to relocate and restructure our business to better serve the needs and interests of the O.B. and Point Loma Communities.

Our new location, effective, February 1, 2013, will be one block over at 5032 Niagara Ave. (near the Pier entrance). We are looking forward to a grand opening and the presentation of our new lines of surf boards, surf and skate gear, stand-up paddleboards and accessories; as well as rental equipment, lessons and surf and skate camp opportunities. 619-225-0674

JUST RELEASED BY THE IRS!

2013 standard mileage rates effective as of 1/1/13

Business Use: The standard mileage rate for transportation or travel expenses is 56.5 cents per mile for all miles of business use (business standard mileage rate).

Charitable Use: The standard mileage rate is 14 cents per mile for use of an automobile in rendering gratuitous services to a charitable organization under § 170.

Medical Care: The standard mileage rate is 24 cents per mile for use of an automobile (1) for medical care described in § 213, or (2) as part of a move for which the expenses are deductible under § 217.

This information was brought to you by: Kathy Gierucki, Administrator

Batten Accountancy, Inc.

2020 Camino Del Rio North, Suite 810, San Diego, CA 92108
ph (619) 501-6359 fax (619) 501-6843

Welcome our New Members/changes

CC Rigging has a corrected email address
2400 Historic Decatur Rd., #107-207
619-756-9437 cc_Rigging@hotmail.com

Dygero Realty has a new address
4843 Voltaire St., Suite A, San Diego, CA 92107

Eco Clean has a new mailing address
1220 Rosecrans St., #328, San Diego, CA 92106

OB Express Café
5020 West Point Loma Blvd. 619-222-2503
Café

Coleman Moving
3045 Rosecrans St., #202, San Diego, CA 92110
619-223-2255
Moving

Sundara Indian Food
1424 Sunset Cliffs Blvd. 619-889-0639
Restaurants

Point Loma Grocery Outlet
3948 W. Pt. Loma Blvd. San Diego, CA 92110
GroceryOutlet.com PointLoma@GroceryOutlet.com
Grocery -Opening in February

Natural Resonance
4966 Santa Monica Ave., Suite E
818-324-9711 Katie.naturalresonance@gmail.com
Massage/Spa, Health & Wellness

Hit the ground running this January and sign up for this fantastic rebate opportunity!

STOREFRONT IMPROVEMENT PROGRAM

Give your building a face lift for the new year and receive rebate funds to help improve your business?

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at www.sandiego.gov.

Call Alissa Gabriel
[Storefront Improvement Program](#) Manager
Economic Development Department (619) 236-6460



MAINTENANCE ASSESSMENT DISTRICT NEWS

Our new contractors are hard at work in our Maintenance Assessment District along Newport Ave. We've hired Glen Bonner, **Araya Cleaning**, to power wash the sidewalks. We think they are doing a fantastic job.



NATURE SCAPE, INC

Randy Bates from **Nature Scape, Inc.** is working on all the landscaping along Newport Ave. Please feel free to call us if you have any concerns about the maintenance of Newport Ave between Sunset Cliffs Blvd and Abbott Street. We'll be happy to quickly address any issues you might have. Email info@oceanbeachsandiego.com or phone 619-224-4906.



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

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A HAPPY
NEW YEAR



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**Inserts: OB Surf & Skate
Newport Quik Stop & RJS Law**

Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!

<http://www.facebook.com/OBMA92107>

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. Just follow the instructions. Please do it today! **Thanks.**

OceanBeachSanDiego.com

Please join us at the next **OBMA Sundowner**
Thursday, Jan. 24, 2013 - 5:30 - 7:30pm
at the **OB Mall, 4967 Newport Ave.**

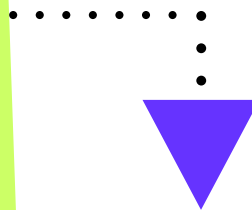
* Food * Beverages * Music *

Meet other local OB business owners
and their employees for a fun mixer
and bring your business card for our free drawing!



★ Many thanks to the Sunset Cliffs Surfing Association for helping us install and take down our holiday decorations. The ★

**JANUARY
CLEARANCE**



**Ocean Beach
Surf & Skate**

**Moving
Sale!!**

**Up to 75% off
selected
merchandise &
store fixtures**

**Don't forget to visit our new location
at 5032 Niagara Ave, near the pier!**

NEWPORT QUIK LIQUOR



*FOR ALL YOUR NEW YEAR'S
PARTY
NEEDS!*



Every Day Low Prices! *

**Miller, Coors &
Budweiser**

\$9.99 +Tax & CRV



12oz cans, 12 pack

Skyy Vodka
\$12.99 +tax



750 ml

Bacardi Rum
\$9.99 +tax



750 ml

Menage a Trois Wine
\$9.99 +tax



750 ml

Potters Vodka
\$8.99 +tax



750 ml

Cook's Champagne
\$7.99 +tax



1.5 LI

4921 Newport Ave • San Diego, CA 92107 • (619) 223-3317

8:00am-12:00am Friday-Saturday 8:00 am-10:00 pm Sunday-Thurs

*while supplies last



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- Sales Tax Audits & Disputes
- Foreign Bank Acct. Disclosure
- EDD Audits
- Delinquent Tax Filings
- Corporate/ LLC Formation
- Tax Return Preparation



About Attorney Ronson J. Shamoun

Voted Top Young Attorney in 2009 & 2010

Voted
Top Young
Attorney
2010

Frequent Legal Commentator for ABC, NBC, Fox & KUSI News

Active Member of OB Planning Board

Former OB Town Council Member

Owner of OB Subway, Café Bella & Newport Quik Stop

RJS LAW

—The Law Offices of—

Ronson J. Shamoun JD, LL.M., APC

CALL TODAY FOR YOUR FREE CONSULTATION

619-595-1655

303 A STREET, STE 400, SAN DIEGO, CA 92101

www.IRsolution.com • RShamoun@IRsolution.com