



# Ocean Beach Main Street Association July 2013 Newsletter

## **BOARD OF DIRECTORS**

**Barbara Iacometti, President**

*Details SalonSpa - Executive Comm Chair*

**Julie Klein, 1st Vice President**

*Julie Designs - Crime Prevention Chair*

**Michael Akey, 2nd Vice President**

*Pacific View Real Estate - Design Chair*

**Mike Stifano, Treasurer**

*Winston's - Finance Chair*

**Yvonne Cruz, Secretary**

*Surf'n Sea Wetsuits*

**David Smedley**

*Smedley, Gallagher & Gee, LLP*

**Gary Gilmore**

*Gilmore Family Jewelers - ER Chair*

**Dave Martin**

*Shades Oceanfront Bistro -OBREL Chair*

**Craig Gerwig**

*Newport Avenue Antique Center*

**Mary Orem**

*Morland Apts. LLC*

**Matt Kalla**

*Matt Kalla Insurance Agency*

**Tevia Oskin**

*Wizard of Paws - Promotion Chair*

**Chris Wilmot**

*Christopher W. Wilmot, CPA*

**Ron Marcotte**

*Sign Diego*

## **STAFF:**

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Liz Greene, Creative Director**

**Susan James, Directory Manager**

## **Farmers Market Staff:**

**David Klamon & Community Crops,**

*Market Managers*

**Tony, Carlos, Josh, Kimberly**

**FIREWORKS 2013  
OFF THE OB PIER  
JULY 4TH AT 9:00PM**



Thanks to everyone at the OB Street Fair & Chili Cook-Off Festival for helping us raise the funds for our fireworks!



You are happily invited to the July 25, 2013

## **OBMA Sundowner**

at

**R I F A C T S**

Stephen Lombardi, Architect

1926 Bacon Street

5:30pm - 7:30pm

Food will be provided by **OB People's Organic Food Co-Op**

*Bring your business card for a free drawing and mingle with fellow OBMA members*

See page 2 - OB Street Fair & Chili Cook-Off Festival photos



## **July Meeting Schedule**

**It's going to be a light month for meetings in July!**

Tue July 2	8:30am	Design Committee	SUMMER BREAK
Fri. July 5	8:30am	Promotion Committee	SUMMER BREAK
Wed July 10	8:30am	Finance Committee	
Wed July 10	Noon	ER Committee	SUMMER BREAK
Wed. July 10	Noon	DEADLINE TO VOTE OBMA ELECTIONS	
Thurs. July 11	Noon	Board Meeting	
Tue. July 16	8:30am	Crime Prevention Committee	SUMMER BREAK

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

## **OBMA Board Elections in July!**

**Ballots** have gone out and you should have already received your ballot by Monday July 1. Please return your ballot to the OBMA office **no later than Noon on July 10th**. We decided to send the ballot separately from the Newsletter because some of you told us that you don't read your newsletter immediately. You won't receive a ballot unless your dues are current or your BID fees have been paid. If you have any questions, please feel free to give us a call at 619-224-4906.

OBMA, 1868 Bacon St., Ste A, San Diego, CA 92107



## There's nothing dull about Ocean Beach!

**OB Street Fair recap.** . . We've included many photos by **Troy Orem, Shannon Brown** and **Joe Ewing** of the fair!

We had another wildly successful Street Fair this year, this time celebrating the 100<sup>th</sup> Anniversary of Wonderland, an iconic piece of Ocean Beach's history. The sun was shining and music filled the air on Saturday, June 22. The Street Fair is a great time for our community to attract outside visitors to visit, shop and dine in OB. We received lots of love leading up to (and after) the Street Fair on local media including CW, U-T TV (they showcased the Street Fair for an hour), UT San Diego, a *San Diego Magazine* feature on Wonderland and especially the CityBeat, San Diego Reader and Peninsula Beacon special sections. *Westways* and *Red Tricycle* (a kids site/newsletter) featured the street fair and other magazine inclusions were *Where San Diego, Pacific SD, San Diego Family Magazine* etc. We hope that you enjoyed the day's festivities and we look forward to another

great event in 2014!

See the last page for all the contest Winners!



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Joe Ewing

## And there's even more

### OB STREET FAIR NEWS . . .

Celebrating her fifth consecutive year as the Chair of the Street Fair Committee, **Barbara Iacometti** (Details SalonSpa), led an outstanding group of volunteer committee members again this year. Without them and the over 155 volunteers that spend the day with us, the event would never be so successful. **Janis Ambrosiani** created two beautiful murals, and was able to get all of the squares sold and painted after a smooth morning set-up from **Clark Bernhard** and volunteers. Both murals will be installed by August so stay tuned! Over 70 artists were taken care of in Artists Alley by **Faren Shear** again. We think this might have been her tenth year – wow!

**Ted Wigler, Michael Head** and **Paul & Lynne Bolton** put six stages of entertainment together and **Winstons** hosted a lively group at the Beachside Beer Garden. Thanks to **Ted Wigler** (again) for coordinating the local *Bloody Mary* contest. The day ran smoothly for all with **Mark Schlessinger** acting as liaison between the office, the SDDP and the private security. **Gary Gilmore**, thanks for taking care of the trolleys, putting up the signs, taking them down, and sharing the excitement with all of the riders on their way into town.

The OBMA Booths were led by some very dedicated booth captains: **Hilary Bernhard** and **Pat Baker** at Cable St. and **Mike Knox** and **Erin Frankel** at Bacon St. They sorted through stacks and stacks of t-shirts and at the end of the day, made us look great! Down at the foot of Newport

Ave. the Chili Cook-Off Festival was a whopping success! Thanks to the help from our partners at the **OB Town Council** for always making this a smooth and successful part of the event: **Dave Martin, Nancy Vaughn** and **Brennan Bazar**. Also, thanks to **Dave Martin** and **Shades** for donating 60 gallons of Committee Chili.

Friends from the **Ocean Beach Community Foundation** ran a booth to sell water to all of the Chili tasters – thanks! And to **Mike Akey**, for coordinating the judges year after year. **Dave** and **Tracy Smedley** spent the day helping out with change and **Becky Greene** spent the day counting it!

Continued on page 4





Photo by Troy Orem

# 2013 Ocean Beach Street Fair & Chili Cook-Off Festival

*where a picture is worth a thousand words!*



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Troy Orem



Photo by Shannon Brown



Photo by Shannon Brown



Shannon Brown



Shannon Brown



Photo by Troy Orem



Photo by Troy Orem



Photo by Joe Ewing





Photo by Troy Orem

Continued from  
Page 2,3  
more

**OB STREET  
FAIR NEWS . . .**

**Chris Wilmot** and his team made sure we had tables and chairs, pop-ups and everything else we needed and that they were in their place well before the streets were filled and **Mary Orem** and her team made sure it all made it back in to the trucks that night! Which brings us to **Craig Gerwig** who spent hours and hours here with us in the office, in all of the garages sorting through things, hanging things and organizing maps – he also spear heads the Dawn Patrol every year and that’s actually a mis-nomer – it should be re-named *Middle of the Night Patrol*, because that’s when his job begins every year on Street Fair morning.

**Yvonne Cruz** somehow managed to put together a group of 155 people willing to help out that day, despite the weather, what type of job they get, or how long we need them. Thanks Yvonne! And in case you hadn’t heard, we’ve had a new office volunteer these last few months, **Michele Amsterdam**, and we’re telling you – we’ve never been more organized. Thank you for all of your time and support Michele!

Our fireworks fundraising team is spearheaded by **Jane & Tom Gawronski** and they do a rousing job of collecting donations from the merchants who carry the donation cans. Speaking of *cans*, thanks **Suzi O’Brien** for always coming up with a cute way to decorate our cans!

And now, our many thank yous to our generous business, property owners and managers who . . .

*Continued on page 5*



Photo by Troy Orem



Photo by Shannon Brown

Photo by Joe Ewing

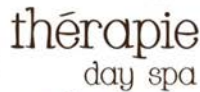


Photo by Joe Ewing



Photo by Joe Ewing

**A GIANT THANK YOU TO ALL OUR FANTASTIC SPONSORS AND PARTNERS AT THE OB STREET FAIR & CHILI COOK-OFF FESTIVAL!  
WE QUITE LITERALLY COULD NOT HAVE THIS EVENT WITHOUT YOUR GENEROUS SUPPORT.**







# Thank yous continue . . .

Continued from page 4

. . . are a huge part of the Fair. Certainly, we could not have succeeded with the Street Fair without the generous support of our members with parking lots. Previously we forgot to mention **Sunset Parking** and we are sincerely sorry for this omission. **Sunset Parking** manages many of the lots in town and has generously supported our activities. Also thanks to: **Rite Aid** and **US Bank** who gave us the area for all the kiddy rides; **Maxoto Auto Service**, **OB Tire Center**, **Dr. Ben Moshe**, **Mallory's**, and **Union Bank** who provided parking and booth space for all the artists in Artists Alley

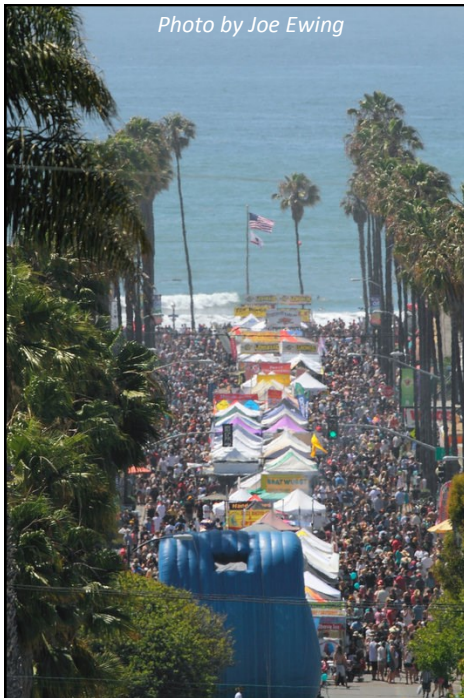


Photo by Joe Ewing

plus the musicians at the Artists Alley Stage; **Hodad's** lot was used for games of chance; **Newport Avenue Antique Center's** parking lot was used for the Wonderland Stage, bathrooms and tables and chairs; **Starbucks** allowed us to use their lot for the climbing wall, food and a seating area; the **Hirmez Brothers** also lent us their parking lots for the day for VIP and band parking; **Bravo's Mexican Bistro** gave us the area to work on two community murals

and one of the murals even blocked the front of **Surf 'n Sea Custom Wetsuits**.

*It is really incredible when you think about all the people, businesses and volunteers who make this community such a great place to live, work and play! We hope you enjoyed the Street Fair and we would be happy to hear any suggestions you might have for next year. All our best,*

Denny, Claudia, Liz, Susan and Michele

*PS. If by chance we have missed thanking any of you, please know that we never intended to leave anyone out so let us know right away.*

## NEWS FROM THE OB PLANNING BOARD

The **Ocean Beach Community Plan** is available online and everyone in the community should read it over. A tremendous amount of work by a dedicated group of community volunteers went into writing this plan. It replaces the old Precise Plan. We spoke to Giovanni Ingolia about the draft Plan and he suggested that people interested in our community plan should come to the OB Planning Board meeting on Wed. July 3rd at 6pm at the OB Rec Center. You can access the draft at [www.OceanBeachPlanning.org](http://www.OceanBeachPlanning.org) - be sure to check it out!

## Welcome our New Members/changes

### Orange Insurance Agency

Michael Haley  
218-779-9086 Insuredbyorange.com  
Michael@insuredbyorange.com  
Insurance

For those participating in the annual post-fireworks **Marshmallow Fight**, please refrain from throwing these gooey sugar gobs in our streets - they create a terribly sticky expensive mess to clean up! Please also consider taking an early stroll along the beach on the morning of the 5th with the Surfrider Foundation to help clean up the leftovers from the Marshmallow Fight. Thanks so much from  
*your OBMA Board & Staff*

## SD Humane Society's

### Pet Adoption

July 7th 10am-2pm  
at Shades



**Second Chance Dog Rescue & Aussie Rescue San Diego**



**Puppies Dogs  
Cats Kittens**



**RAGLAN PUBLIC HOUSE MAKES IT MARK IN OB**  
Congratulations to **Mike Zouroudis**, Raglan Public House, for being nominated by the OBMA for OB Business Improvement District Business of the Year for 2013.

This photo was taken at a luncheon at the Scottish Rite Center to honor all the nominees. Although Raglan Public House wasn't the overall winner, it was great to be included with the other deserving small businesses at the SBA annual event.



July Page 5



### Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

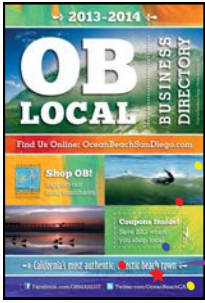
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### What's Inside this Edition?

Calendar of Meetings	1
OBMA Sundowner	1
July 4th FIREWORKS	1
Election Time again	1
"There's nothing dull about OB"	2
STREET FAIR & CHILI COOK-OFF	2,3
Sponsors - thank yous	4
New Members -	5
More Street Fair photos and news	5
Chili Cook-Off Winners 2013	6
Bloody Mary Contest winners	6

### Inserts: Edward Jones

### 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.**

Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program.

# OceanBeachSanDiego.com



## Chili Cook-Off Winners 2013



AWARD NAME	TEAM #	AMT.
<b>AMATEUR DIVISION:</b>		
Judges Award 1 <sup>st</sup> Place	<b>Too Many Kooks in the Kitchen 15</b>	\$200.00
Judges Award 2 <sup>nd</sup> Place	<b>DyJero Realty 14</b>	\$150.00
Peoples Choice 1 <sup>st</sup> Place	<b>OBeeyah Chili 7</b>	\$250.00
Peoples Choice 2 <sup>nd</sup> Place	<b>Tiny's 1</b>	\$150.00
Peoples Choice 3 <sup>rd</sup> Place	<b>Steve Dohrman 6</b>	\$100.00
<b>RESTAURANT DIVISION:</b>		
Judges Award 1 <sup>st</sup> Place	<b>Roseville Cozhna 20R</b>	\$250.00
Peoples Choice 1 <sup>st</sup> Place	<b>Roseville Cozhna 20R</b>	\$250.00
<b>NON CASH WINNERS Name: Team #</b>		
Best Decorations / Theme	<b>OBeeyah Chili 7</b>	
Best 92107 Entry	<b>Too Many Kooks in the Kitchen 15</b>	
Hottest Chili	<b>Michele Yamada 8</b>	
Judges Special Award (most spirited)	<b>Steve Dohrman 6</b>	

### BLOODY MARY CONTEST WINNERS -6-22-13

- 1<sup>st</sup> Place - Tilted Stick** (2<sup>nd</sup> year in a row)
- 2<sup>nd</sup> Place - Mothers** (New Addition to the competition this year)
- 3<sup>rd</sup> Place - Cheswick's**



According to organizer, Teddy Wigler(Winstons), a great time was had by all!





# If You're Not at Your Last Job, Should Your 401(k) Be?

Leaving a 401(k) with a previous employer could mean leaving it alone with no one to review it.

At Edward Jones, we can explain options for your 401(k) and help you select the one that's best for you. If you'd like to roll it over to an Edward Jones Individual Retirement Account (IRA), we can help you do it without incurring taxes or penalties. So you can feel confident someone is looking out for you and your 401(k).

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To find out why it makes sense to talk with Edward Jones about your 401(k) options, call or visit today.



**Natalie P Chappius**

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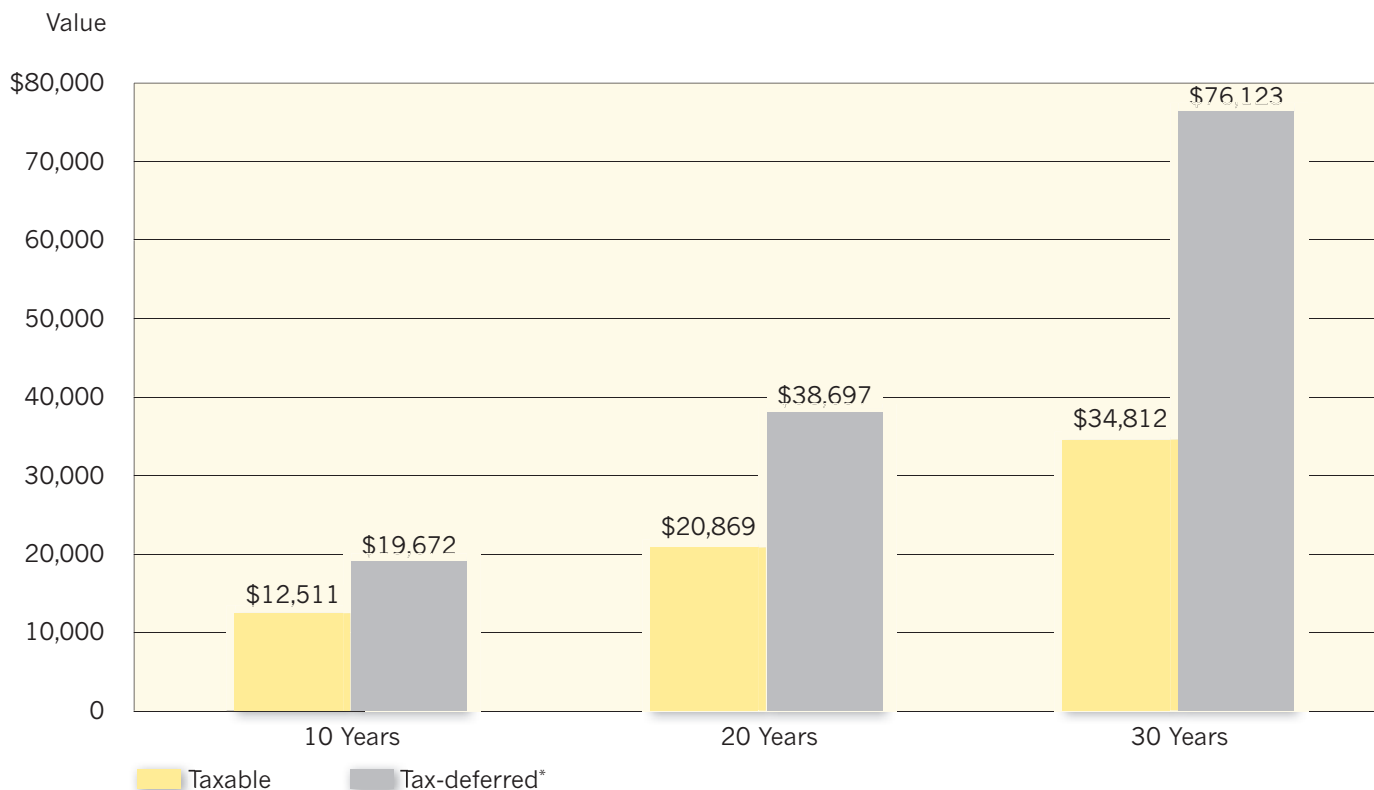
**Edward Jones**<sup>®</sup>  
MAKING SENSE OF INVESTING

# The Power of Tax Deferral

Rolling a lump-sum distribution into a traditional IRA offers a key benefit: tax deferral. This means you don't pay taxes on the assets in your IRA until you withdraw them.

If you roll the distribution to a taxable account rather than a tax-deferred IRA, you will owe ordinary income taxes on the distribution amount. If you are under age 59½, you may also owe a 10% early withdrawal penalty.

Consider the difference tax deferral can make in the growth of a \$10,000 lump-sum distribution over time. The longer you can delay paying taxes, the better the potential to accumulate more retirement savings.



Source: Edward Jones. Assumes a 7% annual rate of return compounded annually on an initial \$10,000 lump-sum distribution, for an investor in the 25% federal tax bracket. For illustration only; not intended to reflect the performance of any particular investment. The illustration has not been adjusted for commissions, fees or expenses, which would reduce the results.

\* Represents amount before tax on IRA distribution.



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