

## BOARD OF DIRECTORS

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*Julie Designs - Crime Prevention Chair*

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*Villa de Loma Apartments*

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*Christopher W. Wilmot, CPA*

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*Sign Diego*

### **Mike Zouroudis**

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## STAFF:

**Denny Knox**, Executive Director

**Claudia Jack**, Office Assistant

**Isabel Clark**, Programs Director

**Susan James**, Projects Manager

## FARMERS MARKET STAFF:

**David Klamam & Community Crops**  
Market Managers

**Tony, Richee, Nick & Evelyn**



# Happy 4th of July

# Ocean Beach MainStreet Association JULY 2015 NEWSLETTER

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



at **CULTURE BREWING CO**

**4845 Newport Ave. | Ocean Beach**

**Thursday - July 23, 2015 - 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*



ART WORK BY AJ KNOX

Please join us for the  
**Ocean Beach Fireworks**  
off the OB Pier  
**July 4, 2015**  
**9 pm**

## July Meeting Schedule

July 3 Fri	8:30am Promo Meeting
July 7 Fri	8:30am Design Meeting
July 8 Wed	8:30am Finance Committee
July 8 Wed	Noon - ER Meeting
July 9 Thur	Noon - Board Meeting
July 21 Tue	8:30am Crime Prevention Committee Mtg
July 23 Thur	5:30-7:30pm OBMA Sundowner at Culture Brewing with Mad Munch catering

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

## ELECTION NOTICE!

The OBMA Board of Directors Election Ballots were directly mailed to every member of the OB MainStreet Association. Make sure you turn in your ballots **before 5pm on July 8th**. The ballots will be counted and results announced during the OBMA Board of Directors meeting on July 9th, 2015, at noon at the OBMA office, 1868 Bacon Street.

## OTHER NEWS:

12,000 OB LOCAL DIRECTORIES were distributed in the 92107 zip code. All members should have received a copy. If you need additional copies, please contact the office at 619-224-4906. Many thanks to all of our advertisers who helped make the directory possible.



# Member & Community News



Please feel free to pass this info on to all of your contacts! Starting on June 27 at the OB Street Fair, the **Ocean Beach Community Development Corporation** will start accepting applications for veterans names to be inscribed on the new Veterans Plaza next to the lifeguard station in Ocean Beach. A detailed application form and more information about Veterans Plaza can be found on the website at [obcdc.org](http://obcdc.org). Best wishes, Tom Perrotti, OBCDC President, PO Box 7787, San Diego 92167 - 619-787-1073 [www.obcdc.org](http://www.obcdc.org)

**Ocean Beach Lawyer Robert Burns** regularly posts answers to legal questions posted with AVVO.com and LawQA.com. You can subscribe free of charge to his select ones by friending him a FaceBook.com/OBLaw or following him on Twitter as @RobertBurnsOB. Mr. Burns has been practicing law over 35 years.

Heather Grace, the current Manager is taking over **Bountiful Herbs** as of July 1st. Amanda Costea would like to take this opportunity to remind all of their customers that Heather will be taking the helm. Amanda also wished us all best regards. Bountiful Herbs is located at 4958 Newport Ave. 619-677-2739. Their new email is [bountifulherbsca@yahoo.com](mailto:bountifulherbsca@yahoo.com)

**Mary's Therapies Wellness Center** now has a new therapist, Buffy, and is offering \$1 per minute sessions all summer long to try her out? They can refer to website or contact (info is listed below) for more details. Mary T. Owen, Certified/ Licensed Massage & Bodywork Therapist, NCBTMB, Certified Ingham Method Reflexologist, IIR, Certified Usui Shiki Reiki Ryoho Reiki Master & Teacher, UMNH, Certified Akashic Records Practitioner, CAS, Certified Yoga Instructor, OBHUNYC, Certified in CPR/AED Training, AHCA, CEO/Founder, **Mary's Therapies, personalized. wellness. Therapy. Located at 4789 Narragansett Ave. 619.755.6990 [www.marystherapies.com](http://www.marystherapies.com)**  
**\*\*Gift Certificates available\*\***

### News from Dan Dennison, Findahomeinsandiego.com

Dan & Laura Dennison's son, Fletcher got married at Skibo Castle this past month. "It was an incredible event - like a story-book tale- 11th century cathedral for the wedding ceremony in Dor-noch, Scotland, for 4 days of events, delivery to castle by carriage with 4 black horses, bagpipes and all the wonderful history," according to Dan. They took the time to take a photo with a copy of the Beacon. Pretty great! Congratulations!



What a phenomenal May Sundowner at **Rock & Roll San Diego** with the owner **Mark Langford** and his terrific staff! The food was incredible from **Four Seasons Catering!** We had over 80



members who made the "road trip" to Sports Arena Blvd. to see the fabulous **Rock & Roll San Diego** facilities. A whole group of us got to perform after a five minute lesson learning to sing a song and/or play an instrument. Too much fun!



**Rock & Roll San Diego** sponsored an interactive booth in the middle of the OB Street Fair - such a great group of people and a wonderful opportunity to bring music into our lives.



*Thanks again.*



Photos by JoshUtley

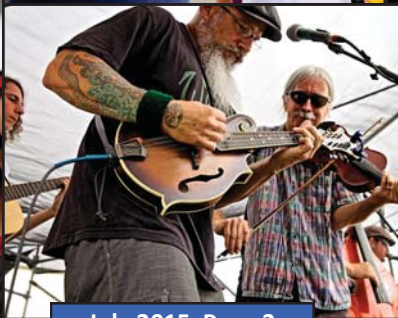


ART BY AJ KNOX

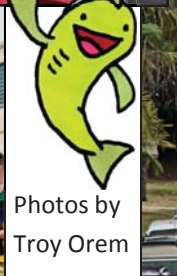


It was all about the Beach, the Music and the Food. Hope you all enjoyed the day! This was the first time it rained since the beginning of the Street Fair. We've had an earthquake but never rain and never so much wind in the middle of the day. The entire festival was so much fun and the fairgoers were so nice. It was great. Thank you to all of our fabulous 170 volunteers and 35 committee members. We really couldn't do it without you all. We also couldn't do it without all of the generous merchants and property owners who loaned us their parking lots for the large parts of the weekend. That generosity is what makes this event possible!

All these photos are by Troy Orem Photography. Many thanks!









# Member & Community News

## Congratulations to Ocean Beach

"TripAdvisor is delighted to award Ocean Beach the 2015 Certificate of Excellence. This achievement is a direct result of your consistently great reviews from TripAdvisor travelers."

*Wow, we're pretty impressed here in OB. Thanks TripAdvisor travelers for wonderful reviews of our terrific town.*

We heard from **Conrad Wear** that **Councilmember Lorie Zapf** was successful in obtaining a Park Ranger for the Coastline of District 2 and a Senior Park Ranger who will oversee the Coastal Ranger Program in the new budget coming out of City Hall. We have been hoping for more Park Rangers in this area for many years and are truly excited that this next fiscal year will bring us the much-needed resources. Ms. Zapf also added \$62,500 of equipment funding for SDPD Western Division. These funds will help ensure that Western Division has equipment resources to address the many quality of life issues in OB.

## Edward Jones Moves Up on the FORTUNE 500 List

Financial services firm Edward Jones moves up on the annual FORTUNE 500 list, as published by FORTUNE magazine, in its third appearance in three years, according to the financial advisor at the Ocean Beach location, Erik Karlson.

FORTUNE magazine's annual listing ranks the largest U.S. companies by revenue. Edward Jones moved up 18 spots to No. 426 on this year's list, with more than \$6.3 billion in revenue for 2014.

"Our success comes from making a significant difference in our clients' lives," said Erik Karlson. "Being a FORTUNE 500 firm is the result of helping meet more of our clients' financial needs as we deliver an experience our clients need and value." Edward Jones is located at 5083 Santa Monica Ave Suite 1A. 619-223-8357

## NEWS ABOUT POLICE REGULATED PERMIT APPLICATIONS

**Permits expiring prior to August 31, 2015, or new permit applications submitted prior to July 1, 2015, will still be processed at the San Diego Police Department Headquarters located at 1401 Broadway Avenue, San Diego, CA 92101.**

The consolidation of the City's Business Tax and the Police regulated permit processes will create a one-stop-shop for Police regulated business owners. Under this new process, Police regulated business owners will be required to visit the Office of the City Treasurer to complete the Police permitting application and photo ID process.

Centralization of the Police permitting process aligns with the City of San Diego's Strategic Plan by effectively serving and supporting our communities and will create the following efficiencies:

- A one-stop-shop for Business Tax Certificate/Police permit applicants
- Streamline the application process by eliminating duplicate data collection
- Align expiration dates for Police permits and Business Tax Certificates\*
- Consolidate Business Tax and Police permit billing statements
- Provide additional payment options for Police permit customers
- Allow Police officers to focus on public safety

\*Note: Issuance of Business Tax renewals may be delayed due to the consolidation of the billing statement.

If you have any questions regarding this new process, please contact the Office of the City Treasurer at

(619) 615-1500 or via email at [btax@sandiego.gov](mailto:btax@sandiego.gov). Thank you, *Ricardo Ramos, Business Tax Manager, Office of the City Treasurer*

## New Members & changes

Curtis McAllister, CPA

*His office has moved, so please contact him at:*

Phone 619-523-3098 Fax 619-523-3096

Email [curtis@mtax.com](mailto:curtis@mtax.com)

Saans Lena Studio is moving to

5032 Niagara (inside Teeter) as of July 1st. Make sure to make the change in your new OB Local Directory.

## WE'LL SEE YOU NEXT YEAR!



IT'S ALL ABOUT THAT BEACH . . . AND MUSIC AND CHILI!

OB STREET FAIR & CHILI COOK-OFF FESTIVAL FUN!



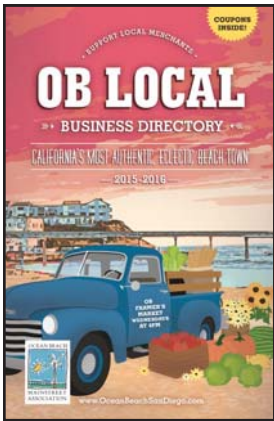


### Ocean Beach MainStreet Association

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



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**INSERT: Pt. Loma Concerts**  
**Ace Bobcat**  
**Ocean Gifts & Shells**

#### Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

#### Like us on Facebook too!

<http://www.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.**





**Announcing the New Owner of the Original OB Logo . . .**



Ocean Beach, California

© Peninsula Graphics 1973

**John McCoy**  
**Ocean Gifts & Shells**  
**4934 Newport Ave**  
**Ocean Beach, CA 92107**  
**Phone: 619-980-2651**

**Email: [oceangifts92107@gmail.com](mailto:oceangifts92107@gmail.com)**

**RETAIL:**

**Come By to See Our Huge Selection of  
New OB Logo Merchandise! Decals, T-Shirts, Tanks,  
Hoodies, Ladies and Kids Wear, Hats, Shots, Mugs,  
Koozies, Glass Wear, Towels, Keychains, and Much More!**

**WHOLESALE:**

**Please Contact John if You or Your Company are  
Interested in Carrying the Original OB Logo Items at  
Your Location or With Any Licensing Inquires.**

# HISTORY OF THE OB SEAGULL LOGO



Ocean Beach, California

Back in the late 50's and early 60's we all hung out at the foot of Newport. OB was ruled by the locals and the defense of our beachtown was almost tribal. We fought with other local communities whenever an occasion arose. Of course, there were always fights amongst ourselves, and some just liked to fight. The Point was actually broken up into clubs and each had followers, but we intermingled as one. The Qwiigs Surfing Club was the OB club that actually dated back to the 30's. The Baron's, Nobels, Rouges, the Yacht Club Guys and in "Tunaville" The Oaks. An unorganized group of OB locals known as the OB Longhorns, grew out of this era and has survived to this day with the help of a yearly "Reunion" and our offspring, that now includes almost anybody from the point. Some are today's surfing legends, ex-lifeguards, famous baseball and Charger players and, a judge. Our baseball and flag football teams always wore the name. The Girls also had clubs and had many parties that were always crashed by some other group. And that's how we grew up.

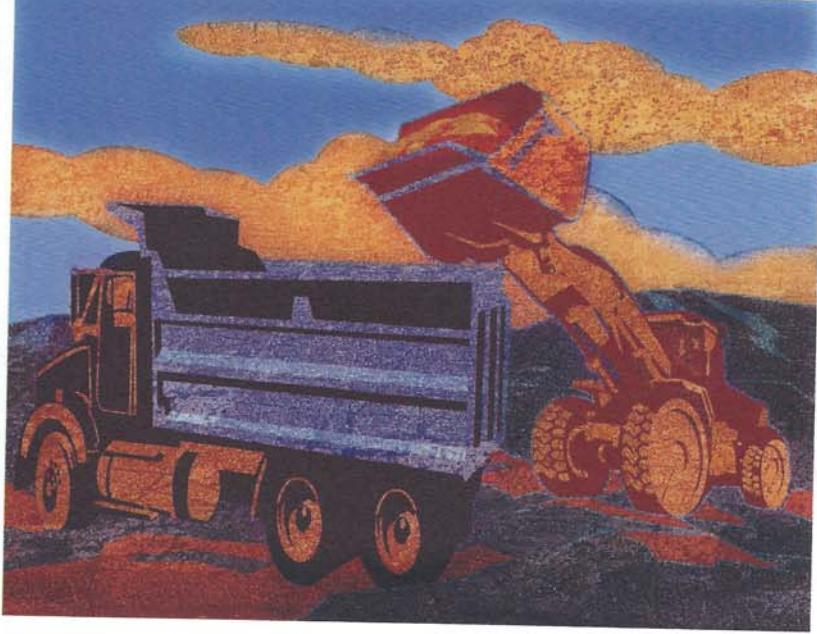
We wanted to designate our town and would go to Coronet or Homer's variety stores and buy decal letters "OB" and paste them on the back of our car windows. It was at that time my brother and I decided to create a window decal/logo for OB. We wanted something that would represent this unique community and something the people would be proud to exhibit on their cars. We played with a few ideas but, they just weren't that unusual, and seemed common or too trendy. I had the beginning letters partially completed a capital O & B completely drawn by hand since didn't have computers then. I finally found a unique seagull drawn by a friend, and that was it. Movement, and the expression of freedom that I wanted. Then came the placement. It took some time to find the exact position and size for the bird intersecting the OB but, finally it happened, when something clicks you know it. Next in the process was sizing. Very important for the logo to be visible from a distance, but not big enough to be overpowering. Next came setting up the silkscreens and printing samples, then applying for the Copyright. We knew we had to obtain a © for protection if it ever took off. After we had a few samples we approached Stratie Paras, owner of the Paras Shop on Newport. He liked the idea and offered to carry them. We then made up a stand to hold them and at the top we called it the ORIGINAL OB DECAL anticipating copycats. Next was to approach other retailers; The Black, Surf'N Sea, Victory Liquor, Pat's Liquor, ABC Liquor, Licker's and OB Gas. We lost some accounts but, picked up others such as Ocean Gifts & South Coast Surf. With the onset of smaller cars and imports, we created a smaller, half size version, which is now overtaking the original in popularity.

Over the years we've had people try to rip it off and had to employ a lawyer several times. We always tried to keep the logo from being commercialized and, I think we've accomplished that, so far. There are some who are infringing and plagiarizing our copyright, which we will deal with in time. In 1995 I was concerned that the © might be running out - in 1972 the © lasted 29 years. I investigated and found that since we had gotten the original © laws were passed that it automatically renewed the © for an additional 29 years for a total of 95 years, before it is necessary to re-apply.

The OB Seagull Logo has been in production for more than 40 years, representing our unique and notorious beachtown and, has become an icon, thanks to the great people of OB. In their travels they have taken the logo to almost every part of the world.

The decals are still hand silk screened by my wife and I, in our garage, where it all began in 1973.





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POINT LOMA

# SUMMER CONCERTS

2015



Let there be music!

Free Friday Night Concerts

Point Loma Park 5:30 - 8:30 p.m.

Our 15th Year!

PRESENTED BY



**WILLIS ALLEN**  
REAL ESTATE

July 10

Sponsored by:



High Energy Show Band



July 17

Sponsored by:



DESPERADO  
Eagles Tribute Band

Karen & Bennet  
Greenwald



David P. De Rosier D.D.S.

July 24

Sponsored by:



The Ultimate Party Experience!



Saturday, July 25

## LomaPalozza

Celebrating 15 years of Point Loma Summer Concerts!  
A community concert featuring home grown bands from Point Loma & Ocean Beach.

July 31

Sponsored by:



Rock'n'roll Dance Band!



Aug. 07

Sponsored by:



Rolling Stones Tribute Band!



Sound Sponsor



Field Sponsor

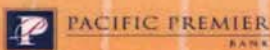


Junior Stage Sponsor



Commission for Arts and Culture  
City of San Diego

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