

# Ocean Beach MainStreet Association June 2014 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 - OBHG Chair
- Craig Gerwig**  
Newport Avenue Antique Center
- Mary Orem**  
Villa de Loma Apartments
- 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, Office Assistant**  
**Liz Greene, Creative Director**  
**Susan James, Directory Manager**

## FARMERS MARKET STAFF:

- David Klamon & Community Crops**  
Market Managers  
**Tony, Glenn, Richee, Trevor**



## OB Street Fair & Chili Cook-Off Festival

— June 28, 2014 —

Info on pages 3 & 4



We had a great time at OB Waves Salon last month at the OBMA Sundowner with fantastic food from Mother's Saloon!

See more photos on page 2 . . .



**OB Fireworks**  
**July 4, 2014**  
**9pm off the pier**

**SATURDAY, JUNE 7, 2014 - PUBLIC SAFETY APPRECIATION BBQ**  
Co-hosted by OB Community groups to show our appreciation of our SDPD officer, OB Fire Fighters, and our OB Lifeguards and their immediate families. Locals can buy tickets \$20 adults, \$10 kids for some great tri-tip and burgers and all the fixins. 12pm to 3pm on the lawn at the foot of Newport Ave. Show your Support!

### June Committee meetings

June 2	Mon	6pm	Street Fair Meeting
June 3	Tue	8:30am	Design Meeting
June 6	Fri	8:30am	Promotion Committee
June 11	Wed.	8:30am	Finance Committee
June 11	Wed.	Noon	ER Committee
June 12	Thur	Noon	Board Meeting
June 17	Tue.	8:30am	Crime Prevention
June 28	Sat.	ALL DAY	OB Street Fair

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

### INTENT TO RUN FOR OBMA BOARD OF DIRECTORS! Forms available!

Forms are available for qualified candidates to consider running for a board position. The forms are due by 6-12-14 at the OBMA office by 5pm. Forms are available at the office or on our website under the "members" area.

**ELECTION BALLOTS** go out just before July 1st and must be received no later than 5pm Wed. July 9, 2014.

**OCEAN BEACH MAINSTREET ASSOCIATION**

**INTENT TO RUN FOR OBMA BOARD OF DIRECTORS**  
EXPIRES: JUNE 12, 2014 5PM

Name: \_\_\_\_\_  
 Title: OBMA Board Member  
 Office: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

I am a member in good standing under the business name of \_\_\_\_\_  
 Member # \_\_\_\_\_

I am running for the \_\_\_\_\_ Committee for at least one year and have actively worked to improve the business community.

I understand that I am running for a position on the Board of Directors. I understand that I am running for a position on the Board of Directors. I understand that I am running for a position on the Board of Directors.

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

OBMA Office: 1200 Ocean Blvd., Ste. A, San Diego, CA 92107  
 Phone: 619.224.4916 Fax: 619.224.4916  
 Website: www.oceanbeachmainstreet.com Email: info@oceanbeachmainstreet.com



# Member & Community News

## PET ADOPTION EVENT AT SHADES!

**SUNDAY, June 8<sup>th</sup>** from 10am to 2pm is the next **Pet Adoption Event** at **SHADES Oceanfront Bistro** and after receiving the **2014 Animal Compassion Award** from *The San Diego Humane Society* in March, and with *The Food Network* doing a dog-themed show at SHADES in May (airing next season), I am hoping for a big turnout. *The SD Humane Society* will be there of course, and *Second Chance Dog Rescue, Labrador Rescuers, SD Spaniel Rescue* and *Almost Home Animal Rescue* have all been invited to return with their dogs and their volunteers.

Please let me know if you should have questions about the event – and YES, there should be KITTENS there as well!!!! I hope to see all you there, and **please RSVP if you are a Rescue Group**. Thanks, Jeff Levitt, **SHADES Oceanfront Bistro**, 5083 Santa Monica Ave #1F San Diego, CA 92107 [www.ShadesOB.com](http://www.ShadesOB.com)

## A Story from Mary Ann Haskell, Seams to Me.

*While I was visiting Memphis for the 35th Annual Blues Music Awards Ceremony, I ran across this fella - I said you look a lot like Kevin Faulconer to which he replied "I get that all the time." So here we are!* Thanks for the great photo!



## Saans Lena Studio happenings:

Guitar Lessons are available at a variety of days and times, and are just \$100 for four 1.5 hour sessions. **BEST DEAL IN TOWN!**

Email [chris@saanslenastudio.com](mailto:chris@saanslenastudio.com).

Need help with your writing? Wanna finally pen that love song or get some feedback on your short stories?

Email [darren@saanslenastudio.com](mailto:darren@saanslenastudio.com).

Amber's Speak-Easels are now only available exclusively as private parties. Book your own party for 6-10 people and you (or the person of your choice) can come for free! All materials are included, just \$25 per person and you can bring your own wine or beer. For \$35 per person we can include the most amazing Macaron cookies. They are simply delicious! Perfect for a ladies night out or a bridal shower party.

Need an idea for a kid's birthday party? Have an Art Party at the studio and leave the fun to us. And the mess! We can host up to 10 children for a painting party (or up to 15 for a different art activity) for \$20 per student (you provide the refreshments and paper products), \$30 per student if interested in our Macaron option.

Email [amber@saanslenastudio.com](mailto:amber@saanslenastudio.com).

## Join us ... Real Estate and Finance Seminar

At Edward Jones, we believe education is an important part of achieving your goals. We also realize there is more to life than just financial goals. That's why we're excited to invite you to our upcoming program featuring a special guest.

Presentation: **Real Estate in Point Lorna and Ocean Beach**

Presenter: **Mark Chrisman, Agent, West Coast Mortgage**

Presentation: **Economic Update**

Presenter: **Natalie Chappius, Financial Advisor Organization, Edward Jones**

When: **June 18, 2014 (Wednesday) 9:00a.m.**

Where: **Newbreak Coffee Shop, 1959 Abbott St, San Diego CA 92107**

Refreshments and light snacks. *To reserve space at this free workshop call 619-223-8357 no later than June 16, 2014.*

## June 20th - International Surfing Day featuring Endless Summer - the movie!

3pm to 10pm on Friday June 20th, we'll celebrate the 10th annual International Surfing Day with a free family-friendly event in Ocean Beach (on the grassy area next to Veteran's Plaza and the Santa Monica Life-guard station). Surfrider will have a booth set up from 3pm - 7pm.

## MEET & GREET MAYOR FAULCONER ON TUESDAY JUNE 24 AT 5PM

At **PACIFIC BEACH MIDDLE SCHOOL, 4676 INGRAHAM ST.**

According to our Mayor "the best way to run the City is to hear directly from the people you serve." Be sure to attend.

Please RSVP Contact Ian at [lclampett@sandiego.gov](mailto:lclampett@sandiego.gov)

*Sundowner continued from page 1*

*Many thanks to Erica, Lynnea and Shelby for hosting a great sundowner. Everyone loved the gift bags, the yummy food, and your generous gift certificates.*





**FREE Trolleys**  
9:30am - 9pm  
Check Website for Locations

35th Annual

**FREE Bike Valet**  
10am - 7pm  
Corner of Newport Ave./Bacon St.



OB Street Fair & Chili Cook-Off Festival

**SATURDAY June 28, 2014 | 10am - 8pm**

**Chili Cook-Off Competition**  
11am - 2pm

**2 Community Murals**

**Food & Merch. Vendors**

**Beachside Beer Garden**  
Bloody Mary Competition  
11am - 2pm

**Children's Wonderland**

**Artists Alley**

[OceanBeachSanDiego.com](http://OceanBeachSanDiego.com) ~ 619-224-4906

**.....5 Stages of Music.....**

Sponsored by Sparkling Ice  
**92107**  
Bacon St. @ Santa Monica Ave.

OB Music: Roots, Rock, Reggae

**SPARKLING ICE**

10:00 - 10:40am  
JEFF BLOOM

11:00 - 11:40am  
JAM KWEST

12:00 - 12:40pm  
SPACESHAG

1:00 - 1:45pm  
RDG

2:15 - 3:00pm  
TRUE STORIES

3:30 - 4:15pm  
COUNTRY  
ROCKIN' REBELS

4:45 - 5:30pm  
JET WEST

6:00 - 7:00pm  
ELECTRIC  
WASTE BAND

**ARTISTS ALLEY**  
Cable St. @ Niagara Ave.

Blues, R&B, World

10:00 - 10:40am  
CHICKEN BONE SLIM

11:00 - 11:40am  
THE STOLEN HUBCAPS

12:00 - 1:00pm  
THE MONEYMEN

1:30 - 2:30pm  
BIG JON  
& BUBBA McCOY

3:00 - 4:00pm  
THE HOT MESS

4:30 - 5:30pm  
SISTER SPEAK

6:00 - 7:00pm  
RED LOTUS REVIEW

**MAIN STAGE**  
Foot of Newport Ave. @ Abbott St.

OB Music: Roots, Rock, Funk & Reggae

**MAIN STAGE MC: JEFFERSON JAY**

11:00 - 12:00pm  
JOEY HARRIS

12:30 - 1:30pm  
EASE UP

2:00 - 3:00pm  
THE HEAVY GUILT

3:00 - 3:30pm  
**Chili Cook-Off Awards**

3:30 - 4:40pm  
WISE MONKEY ORCHESTRA

5:10 - 6:15pm  
C. MONEY & THE PLAYERS

6:45 - 8:00pm  
BROTHERS GOW

**WONDERLAND**  
Parking Lot: 4864 Newport Ave. (Newport Avenue Antique Center)

Acoustic, Groove, Rock

10:00 - 10:40am  
CONNOR CORRELL

11:00 - 11:45am  
CHELSEA FLOR

12:00 - 12:45pm  
JOHN TAFOLLA

1:00 - 1:45pm  
JEFFERSON JAY

2:00 - 3:00pm  
DAVE GILBERT

3:30 - 4:30pm  
SANTANA BROTHERS

5:00 - 6:00pm  
MARKLAND

Sponsored by Raglan Public House  
**BACON SUN**  
Bacon St. @ Niagara Ave.

Americana, Alternative, Latin

10:00 - 10:40am  
RICH McGHEE

11:00 - 11:40am  
THE BLACK LINE

12:00 - 12:40pm  
ROYAL HEART

1:00 - 1:45pm  
SUNDAY HUSTLE

2:15 - 3:00pm  
BAD SCIENCE FICTION

3:30 - 4:15pm  
CHRIS LEYVA

4:45 - 5:30pm  
THE ROUTINE

6:00 - 7:00pm  
AGUA DULCE

**Thank you to our Sponsors!**



visit us again for **4th of July Fireworks off the Pier!**

# Ocean Beach . . . All Day Long!

On **Saturday, June 28th** from **10am - 8pm** Ocean Beach will host the **35th Annual Ocean Beach Street Fair & Chili Cook-Off Festival** - an eagerly anticipated yearly community tradition and it is **FREE!**

*Help us celebrate while we raise money for our July 4th Fireworks.*



- **Five stages** of continuous music provide a tune for every ear! *CHECK our WEBSITE FOR BAND LISTINGS: [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)*

- **Artists Alley** will host two full blocks of unique handmade creations by lots of talented artisans.

- **2 Community Mural Projects** - Join in the fun and paint a square of these murals - *this year it's an Ocean Beach-opoly theme! The other mural will be a Farmers Market theme!*

Children and adults of all ages are welcome in creating these masterpieces! Remember, the spaces sell out very quickly so come early to buy your space.



- **Wonderland Children's Area** - Named after the first amusement park in OB! Tons of fun for the little ones! **Pony Rides** - (ages 6 months to under 100 lbs.) next to US Bank. And don't miss the **Climbit Wall** - Have a seat and watch the climbers aim for the top!

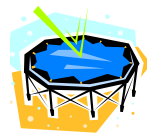
- Don't forget the **Chili Cook-Off** (they have their own hours 11am-2pm) at the foot of Newport Ave. Amateur cooks with original recipes compete for prizes.

OB Town Council helps us man this signature event. **Shades Oceanfront Bis-**

**tro** hosts the "Committee Chili"!



- Our **Beachside Beer Garden & Liquorland** (sponsored by **Winstons**) will be located right next to the Main Stage for all those thirsty adults! Check them out in the morning for the Bloody Mary Contest with local bars & restaurants participating and a **Hodad's** Burger-eating Contest and the afternoon!



- New this year . . . the fantastic **EuroBungy Trampolines** in the Hodad's parking lot. A must do!

- Hungry? A tantalizing array of terrific **Food Vendors** to please any appetite. Lots of new food vendors this year plus our spectacular local restaurants.

- **Vendor Booths** full of colorful merchandise will line all three blocks and the side streets! There is always something new and interesting. *Check out our local merchants too!*



Play our new exciting memory game with **Ocean Beach-opoly** located in the center of the event (in front of Wings) - win lots of prizes! We might even have a little dancing!

- **TELL YOUR FRIENDS AND FAMILY ABOUT THESE EASY TIPS TO GET TO OB!**

**Bike Valet:** park your bike securely at our bike corral on Bacon St. sponsored by Clif Bar

**Free Shuttles:** Ride to the Festival for free! Park near Robb Field or on Sea World Drive (at Pacific Highway) from 9:30 am to 9 pm. Trolleys run every 1/2 hour from North OB and every hour on the hour from Sea World Dr. *We have 5 trolleys running continuously so you won't miss any of the fun!*

**THANK YOU TO OUR SPONSORS FOR THEIR SUPPORT!**





# Member & Community News

## READY TO LAUNCH

We are launching the **Ocean Beach Security Program** as of **June 3rd**. We will meet with the security staff, sign our contract with them and map out the first week's plan. The patrol will begin June 10th.

This 3 month pilot program has been created by the OBMA's Crime Prevention Committee with much involvement from the OB Town Council and interested community members.

The intent of the program is to preserve the family-friendly nature of Ocean Beach by enhancing public safety for residents, property owners, businesses, visitors and tourists through an increased security presence in an effort to eradicate bad behavior and criminal acts.

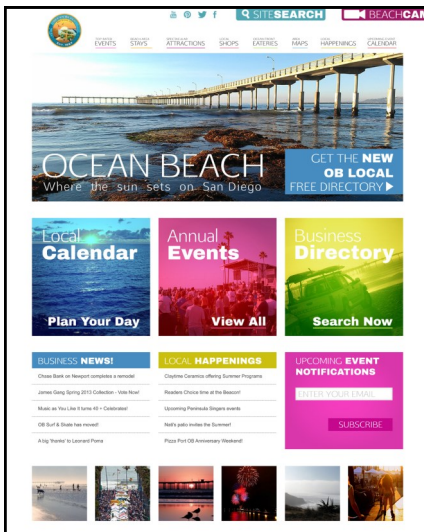
The hired security patrols will bike and walk the commercial areas that are most impacted by crime and quality of life issues. This program is funded through the generous support of members business, property owners, and residents with a portion of funds coming from the Newport Avenue Maintenance Assessment District.

The Security Patrol will operate out of the OBMA-funded Police Trailer in the Pier Parking lot. Their hours will vary and will change often. Weekly reports will be kept and data analyzed. At the end of the 3 month pilot program, stakeholders will work together to assess the successes of the program and determine the future of the **OB Security Program** going forward.

Any questions, please let us know! 619-224-4906. If you would like to contribute to the Ocean Beach Security Program, please contact our office or send us an email to: [CreativeDirector@OceanBeachSanDiego.com](mailto:CreativeDirector@OceanBeachSanDiego.com).

x

## OceanBeachSanDiego.com



Our newly redesigned website is up and running... Please check it out. Many thanks to the Promotion Committee and Josh Utley from Intrepid Network for their outstanding work.

The OBMA is also offering all kinds of opportunities to showcase your business on our website. Please contact Liz for more information at 619-224-4906

or

[CreativeDirector@OceanBeachSanDiego.com](mailto:CreativeDirector@OceanBeachSanDiego.com)

## New OBMA members and changes

### Pacific Surf School

Emiliano Abate 619-742-2267  
[OceanBeachSurfSchool.com](http://OceanBeachSurfSchool.com) [emi@pacificsurf.org](mailto:emi@pacificsurf.org)  
*Surf Camps, Surf Schools, Sports Camps*

### Belgium Delights

Serge Libiouille 619-787-6329  
[www.belgiumdelights.com](http://www.belgiumdelights.com) [info@belgiumdelights.com](mailto:info@belgiumdelights.com)  
*Special Event Vendor, Catering*

### Blue Dot Refill

4799-1/2 Voltaire St. 619-269-9911  
[www.bluedotrefill.com](http://www.bluedotrefill.com) [deidre@bluedotrefill.com](mailto:deidre@bluedotrefill.com)  
*Refills*

### Photo Décor

Clifford Beck 4967 Newport Ave. #13 619-890-9808  
[Fineartamerica.com](http://Fineartamerica.com) [photodecor@nethere.com](mailto:photodecor@nethere.com)  
*Photographic Art Gallery, Services & Education, Custom Photo Prints*

### San Diego Bay Animal Hospital

Dr. Mitch Ferenstein DVM 619-481-3007  
 3681 Sports Arena Blvd. San Diego, CA 92110  
[sandiegobayanimalhospital.com](http://sandiegobayanimalhospital.com) [info@sandiegobayanimalhospital.com](mailto:info@sandiegobayanimalhospital.com)  
*Veterinarians, Veterinary Hospital, Pet - Care*

### Keller Williams Realty

Martin A Mayfield 619-261-1541 FAX 858-457-9401  
[MartinMayfield.YourKWagent.com](http://MartinMayfield.YourKWagent.com) [MartinMayfield@KW.com](mailto:MartinMayfield@KW.com)  
*Real Estate, Real Estate Sales*

### Salt Water Surf and Supply

1874 Bacon St. 619-226-3139  
[www.saltwatersurfsupply.com](http://www.saltwatersurfsupply.com) [saltwatersurfsupply@gmail.com](mailto:saltwatersurfsupply@gmail.com)  
*Surf Shop, Rentals, Clothing - Retail*

### OB Massage

4810 Santa Monica Ave. 619-222-1242  
[relax@obmassage.com](mailto:relax@obmassage.com)  
*Massage, Spa Services, Alternative Health Care Services*

### OB Hookah Lounge

4851 Newport Ave. 619-501-2087  
[SamAlkatib@gmail.com](mailto:SamAlkatib@gmail.com)  
*Hookah Lounge, Restaurant*

### Jenn David Design

Has moved and works by appointment  
 the new phone number is 619-318-1758

Oscar's has changed its name to

### Mike's Taco Club

5060 Newport Ave.

OCEAN BEACH-OPOLY IS AVAILABLE  
 AT THE FOLLOWING LOCATIONS...



- ◆ Beach Sweets
- ◆ Dog Beach Dog Wash
- ◆ The Black Bead
- ◆ The Black
- ◆ Details SalonSpa
- ◆ James Gang Company
- ◆ Newport Ave Antiques
- ◆ Newport Ave Antique Ctr
- ◆ Olive Tree Marketplace
- ◆ Shades Oceanfront Bistro
- ◆ South Coast Surf Shop
- ◆ Tower Two Beach Cafe
- ◆ Wahines
- ◆ Ocean Beach MainStreet



**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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INSERTS: **OB STREET FAIR & CHILI COOK-OFF FESTIVAL**

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

### POLICE AUTHORIZATION FORMS - EVERY 6 MONTHS!!

**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.**

# OceanBeachSanDiego.com

**JUNE 28, 2014**

**Merchants  
please**



OB Street Fair & Chili Cook-Off Festival

**remember to**

- **Re-schedule your deliveries** since Newport Ave., cross streets & adjacent alleys will be closed 3am -11pm, Saturday June 28th
- **Notify employees** to find alternate transportation methods to work on June 28th. The trolleys from North OB is a convenient choice.
- **Do not hire any on-site musicians** that will interfere with the scheduled stage music.
- **Do not obstruct the sidewalk** in any way. Foot traffic will be heavy that day!
- **Decorate and get your storefront ready** for 70,000 visitors!
- **Check capacities in Bars & Restaurants:** Keep accurate counts of your patrons - watch your capacity!

**Any questions just give us a call at the OBMA 619-224-4906**