



Ocean Beach MainStreet Association

MARCH 2012 NEWSLETTER

Celebrating OB's 125th Anniversary All Year Long!



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David Klamann & Community Crops,

Market Managers
Angel, Brad & Tony



2012 Business Development Series

OBMA's Quarterly Breakfast

Ocean Beach MainStreet Association
presents Susan Clarke &

It's Free for
members &
employees!

"The FUN-damentals of Believing, Achieving and Succeeding in OB"

Are you challenged in achieving your vision? Do you need a clear picture and motivation to take action? In order for you to get what you want out of your work and personal life, you need to have a clear picture and then you need to *take action*.

In this highly entertaining and thought provoking program, Susan will take you through the process of **Believing, Achieving, and Succeeding!**

If you came to our marketing seminar in January, we think you will love this one too. We look forward to seeing you.

7:30am to 10:00am

Tuesday, April 10, 2012

at →



4944 Newport Avenue

Continental Breakfast, Coffee & Juice

RSVP 619-224-4906 But if you forget, please come anyway!

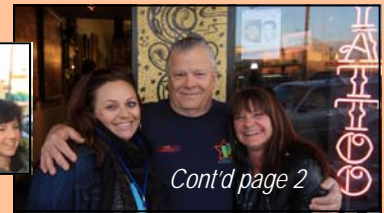
Cont'd pg 2



Another great Sundowner at Last Days Tattoo Co.

Who knew that John had an Art Gallery in his Tattoo shop . . .

and the food was great (Surf Side Cuisine Catering & CJ's Catering) and the turn out was terrific!



Photos by Joe Ewing

Cont'd page 2

March Meeting Calendar

Fri. Mar 2nd	8:30am	Promotion Committee
Tues. Mar 6th	8:30am	Design Committee
Tues. Mar 6th	2pm	OBREL Meeting
Wed. Mar 7th	8:30am	Finance Committee
Thurs. Mar 8th	Noon	OBMA Board Meeting
Wed. Mar 14	Noon	ER Committee
Tues. Mar 20	8:30am	Crime Prevention Comm
<i>Electric Ladyland, 4944 Newport</i>		
Thurs. Mar. 22	5:30pm	Gilmore Family Jewelers Sundowner

All meetings held at OBMA office unless otherwise noted.



Please join us at the next OBMA Sundowner

March 22, 2012 from 5:30 - 7:30pm

at 4857 Newport Avenue

Tradition & Craftsmanship
GILMORE
FAMILY JEWELERS

- ◆ Snacks
- ◆ Drinks
- ◆ Free Drawing
- ◆ Meet other local merchants & professionals



Ocean Beach Farmers Market

Every Wednesday
4pm to 7pm

Fresh vegetables, fruit, hummus, flowers, jams and jelly, plus fresh baked goods not to mention all of our shops and restaurants in OB. Meet your friends and family at the colorful OB Farmers Market each Wednesday and enjoy the music!



Susan Clarke continued from page 1

Susan Clarke is a dynamic international speaker and author, whose effervescent and lively style of communication reflects her outlook on life and her beliefs. She is a recognized expert in the field of internal and external customer service. Susan's novel theories are based on her "real life" experience combined with her expertise in the areas of behavior, values and attitudes. Did you know that Susan used to live right here in Ocean Beach and still frequently shops here!

Her direct approach to service provides a practical framework for those who want to exceed their customer's expectations...and want to exceed them NOW.

Susan's programs are highly interactive and entertaining, yet they provide the type of substantive information that makes a real difference. In these programs, she demonstrates how to develop a win-win attitude. She knows that this will improve performance and dramatically increase the bottom line.



Join us for this exciting breakfast plus get an update about our 2012 Marketing Program and the 125th Anniversary plans!

Hope to see you on April 10, 2012 at 7:30am!

General Committee Info: *(check pg1 for more info)*

◆ **ORGANIZATION:** *(Executive Officers ONLY)*

Meets as needed.

◆ **FINANCE COMMITTEE:**

Meets the Wednesday before the Board Meeting at 8:30 am. OBMA Office. Mike Stifano, Chairperson

◆ **DESIGN COMMITTEE:**

Meets the first Tuesday of the month at 8:30 am OBMA Office. Mike Akey, Chairperson

◆ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:30 am OBMA Office. Tevia Schriebman, Chairperson

◆ **ECONOMIC RESTRUCTURING:**

Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, Chairperson

◆ **CRIME PREVENTION COMMITTEE:**

is an Economic Restructuring subcommittee.

Meets the 3rd Tuesday of the month at 8:30am.

Julie Klein, Chairperson

Remember, report all crimes to 531-2000. Your Call Counts!

The City of San Diego Graffiti Hotline is 525-8522.

OB Street Fair & Chili Cook-Off Festival

**20% vendor discount
for local members
of OBMA**

Applications available online.

Plan early and help celebrate the 125th Anniversary of OB

June 23, 2012

For more info:

OceanBeachSanDiego.com or 619-224-4906



Cont'd from page 1

**More pics by
Joe Ewing of
a really
good
time!**

The OBMA tries to stay out of any political stuff but when it comes to our community events, we feel that those who would seek to put special

events through a CEQA review need to hear from all of us. The cost and time to apply for a CEQA review will be a huge event killer for all non-profits and practically all events. We believe that it makes no sense. **Please help by supporting our efforts.** . . The San Diego Chamber of Commerce explains the issue very well. Go to **www.saveourevents.org**



Thank you! OBMA Board & Staff



MEMBER BUSINESS ANNOUNCEMENTS



If you want to publish a business announcement, please print the form from our website, email us or drop by the office. Business announcements are free to our members. It's an easy way to let others know about your particular business.

What kind of information will we publish?

Have you or your employees received a special award?

Are you are having a big sale or anniversary.

Are you changing your hours or adding a new product line?

Ocean Beach resident **Phil Cenedella**, Executive Director of the National Association of Human Trafficking Victim Advocates (an OB organization) was recently interviewed on CNN's Anderson Cooper 360 program about the protests his group is helping to lead against craigslist, [backpage.com](http:// backpage.com) and other internet companies involved in the slavery of others in America today. The CNN video and more information is at: [www.stopslavery2012.com](http:// www.stopslavery2012.com). If you, your company or your family are interested in helping to fight our country's #1 human rights problem, call Phil today at [888.206.3264](tel: 888.206.3264) or email [phil@stopslavery2012.com](mailto: phil@stopslavery2012.com). Peace.

The **Ocean Beach Woman's Club** has been a "Hub of Activity" in Ocean Beach for 88 years. The majority of the club's history from 1924 to 1937 has been lost from the official records. The information that we do have comes from historians and newspaper articles of the time. On September 21, 1997 the building sustained major fire damage. Again much of the club's records and history was lost or damaged by the fire. It is gratifying that the sons and daughters of old time members are finding and presenting the club with memorabilia of the club in years past. The Ocean Beach Woman's Club was founded on November 24, 1924, and is one of the oldest civic groups in San Diego. Forty five charter members are listed as having signed the charter. . . If you would like to read more about the Club check it out on our website.

PLEASE MAKE SURE TO READ THIS INFO

STOREFRONT IMPROVEMENT PROGRAM

Do you want to give your building a face lift for the new year? 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](http:// www.sandiego.gov) and go to "Storefront" or call the City Planning and Community Investment Department at (619) 236-6700. We've got info too at 619-224-4906.

Report your employee count accurately on Business Tax Certificate

"The city's businesses are no longer on the honor system regarding their number of employees as" reported in a story about Business Taxes according to Rachel Laing from the Mayor's Office. "As part of the Fiscal Year 2011 budget process, the City Treasurer implemented the Business Tax Employee Verification Program. This program requires small businesses to submit tax documentation that would allow the city to confirm a businesses' self-reported employee count and validates that a business is correctly reporting its number of employees. Prior to implementing the Employee Verification Pro-

1234

gram businesses were audited by the City's Revenue Audit Division during hotel TOT audits or upon request. This was not cost effective to spend audit staff time auditing a \$34 business tax assessment. The Employee Verification Program is a low-cost way for the city to conduct compliance checks on businesses to ensure businesses are correctly reporting its number of employees. To date this program has brought in an additional \$20,000 in business tax revenue. The verification of employee count is currently being done randomly or triggered by a public complaint. A business that under-reports will be liable for correct amount of business taxes owed minus taxes paid to the city. The previous year unpaid taxes are also assessed a penalty charge of 1% per month and a \$250.00 non-compliant surcharge."

Welcome New OBMA Members

Set Free OB

1978 Cable Street 619-770-9562
Church

H & M Landing

2803 Emerson St. 92106
619-224-2800 www.hmlanding.com

Sportfishing

Alexis V. Richardson L.Ac.

619-723-5153 www.alexisrichardson.com
Acupuncture

The OBMA Crime Prevention Committee has been working hard

MAKE IT RIGHT!

- ▶ Illegal Dumping
- ▶ Oversized Vehicles
- ▶ Police Authorization
- ▶ Potholes
- ▶ Vandalism
- ▶ And More!

Report City/County issues

CLICK HERE

to make a difference and they could use your help. The OBMA website has a special box on the left hand side that takes you directly to the contact info for safety and cleanliness concerns. And thanks for taking the time to help **Make it Right!**

GRAFFITI CONTROL PROGRAM: (619) 525-8522 or online reporting form can be reached at [www.SanDiego.gov/graffiti](http:// www.SanDiego.gov/graffiti)

ILLEGAL DUMPING: (858)694-7000 or [trash@sandiego.gov](mailto: trash@sandiego.gov)

POTHoles: (619)527-7500 or [street_service@sandiego.gov](mailto: street_service@sandiego.gov)

RECYCLING (Residential and Business): (858)694-7000 or [trash@sandiego.gov](mailto: trash@sandiego.gov)

STREET LIGHT REPAIR: (619)527-7500 or [street_service@sandiego.gov](mailto: street_service@sandiego.gov)

Also, if you run a business or own commercial property in the neighborhood, please take a minute to make sure your Police Authorization Letter (SDPD Letter of Agency) is up to date, as you have to renew it every six months.

Also, if you have an Android cell Phone or iPhone you can download the app **San Diego 311** and upload photographs of your concerns directly to a site the city interacts with. If you don't use phone apps, you can visit the website at: [www.CitySourced.com](http:// www.CitySourced.com).

The Crime Prevention Committee meets the 3rd Tuesday of each month at 8:30am at various locations. March 20, it will be at **Electric Ladyland**, 4944 Newport Ave. in the meeting room.



Ocean Beach MainStreet Association
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 San Diego, CA 92107
 619-224-4906, Fax 619-224-4976



www.OceanBeachSanDiego.com
 Email: info@OceanBeachSanDiego.com



Partially funded by the City of San Diego
 Small Business Enhancement Program

HAPPY ST. PATRICK'S DAY



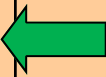
OceanBeachSanDiego.com

What's Inside this Edition?

Bus. Dev. Series - Susan Clarke	1,2	To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906.
Calendar of Meetings	1	
Gilmore Family Jewelers Sundowner	1	
Fun at Last Days Tattoo Co.	1,2	
Save our Events.org	2	
Membership/Committee Info	2	
Farmers Market	2	
OB Street Fair - early discount	2	
Member Announcements	3	
New OBMA Members	3	
Storefront Improvement	3	
Make It Right!	3	
Report Employees Accurately	3	
OB 125th Anniversary stuff	4	
SDG & E Make-Over for OB	4	

Inserts:

The Beacon



FOLLOW US ON . . .

Twitter:

<http://twitter.com/OceanBeachCA>

Facebook:

<http://facebook.com/obma92107>

We've teamed with SDG & E for our

Ocean Beach

2012 Energy Savings Make-Over

We're hoping that we will have at least 125 local businesses participate. There is no obligation on your part other than getting a chance to see where you might save money and run your business more efficiently.

Interested? Call us at 619-224-4906 or email us at info@oceanbeachsandiego.com for more info.

Ocean Beach's 125th Anniversary Seal

Please support Ocean Beach beautification efforts. OBMA will invest all the profits from the sale of these items into a beautification fund with special attention to the waterfront area.

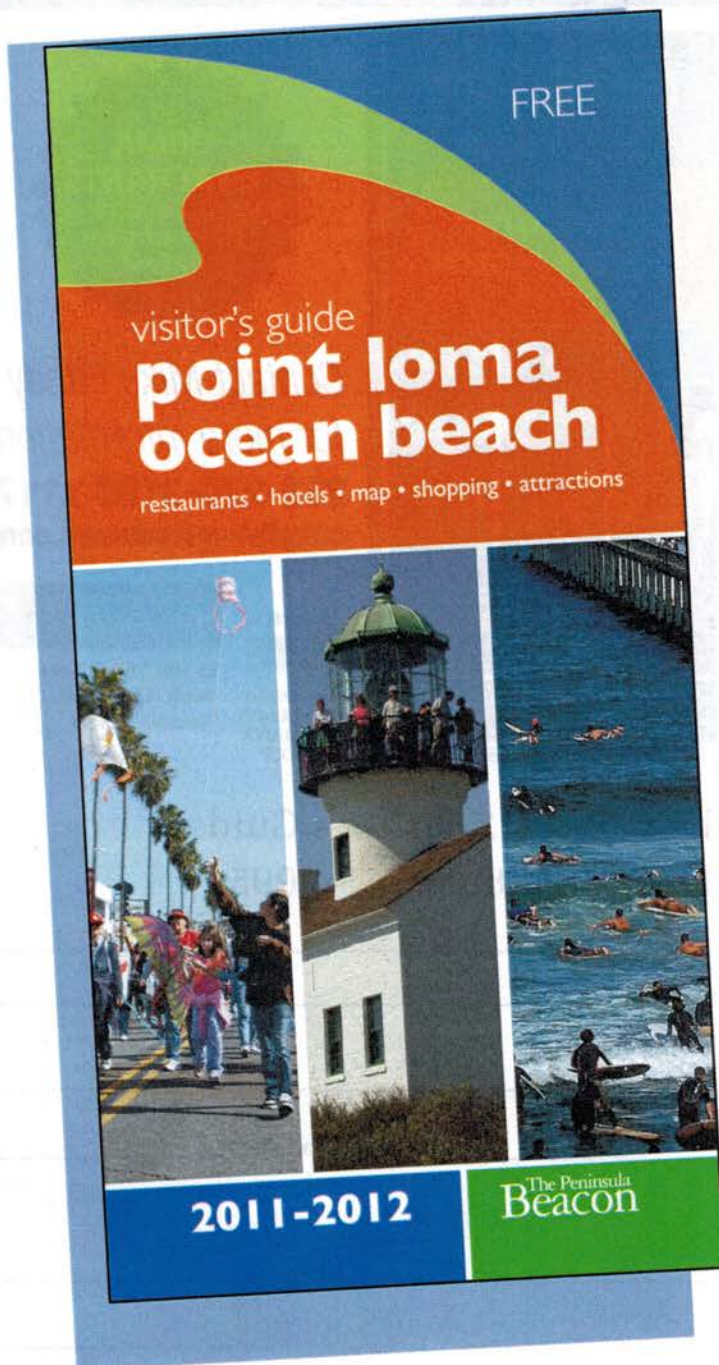
3" stickers are \$5

6" stickers are \$8

12" seals are \$20

18" seals are \$36





Be part of the 2012 Visitor's Guide!

These useful, colorful, pocket-sized guides will be filled with places to eat, shop, play and stay in Point Loma, Ocean Beach, and surrounding areas.

Reach local residents and the thousands of visitors who vacation here every year.

Guides will be distributed throughout San Diego to high traffic visitor locations.

For even greater coverage, advertise in the Downtown, Pacific Beach, and La Jolla Visitor's Guides at discounted rates!

Call today to reserve your space in these popular annual publications.

Mike Fahey
858-270-3103 x117

Ad Deadline is April 15, 2012



La Jolla Village News
Beach & Bay Press
Peninsula Beacon

SAN DIEGO COMMUNITY NEWSPAPER GROUP • 1621 GRAND AVE., 2ND FLOOR, SAN DIEGO, CA 92109 • 858-270-3103

VISITOR'S GUIDE RATES 2012

LISTING

YOUR BUSINESS NAME HERE

Address Telephone

1. **Listing includes:**
- 2. • Large, Bold Name
 - 3. • Large, Bold Address
 - 4. • Large, Bold Telephone
 - 5. • Plus 5 additional lines

Listing\$235.00

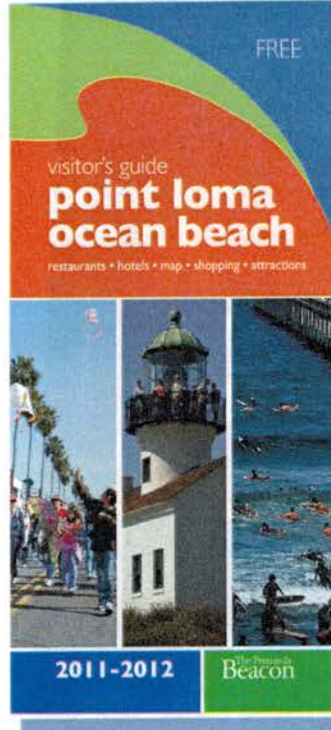
Includes name, address and telephone PLUS 5 additional lines. Each additional line after 5 lines: \$12.00

DISPLAY ADS

RESERVED POSITIONS. ASK FOR AVAILABILITY.

- Back Cover\$1600.00
- Inside Back\$1150.00
- Inside Front.....\$1300.00
- Page Three.....\$1300.00
- Full Page (3"x8")\$995.00
- 1/2 Page (3"x4")\$650.00
- 1/4 Page (3"x2")\$445.00
- 1/8 Page (3"x1")\$315.00

All rates include a 5 line listing.



*Contact Mike Fahey
for more information:*
858-270-3103 x117
mikefahey@sdnews.com

Receive a 20% discount on additional Visitor Guides.

SAN DIEGO
COMMUNITY
NEWSPAPER
GROUP

La Jolla Village News
Beach & Bay Press
Peninsula Beacon

Yes! I want to be a part of the new 2012 Visitor's Guides.
Call (858) 270-3103 x117 or Fax (858) 713-0095

Size: _____ Price: _____

Paid: _____ Balance: _____ Signature: _____

Business Name: _____

Address: _____ Telephone: (____) _____

1.					
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