



Ocean Beach MainStreet Association May 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 Klaman & Community Crops,

Market Managers

Tony, Carlos, Josh

Join Us at the May OBMA Sundowner

hosted by Susan & Pat James - Usana Health Sciences
& the Ocean Beach Historical Society
with food by Ocean Beach Kabob

Thursday, May 23rd, 2013 - 5:30 to 7:30pm

at the Historic Wisteria Home

Susan & Pat James: 4761 Niagara Ave.

Open to all OBMA members and their employees

Susan & Pat James



Online Marketing & Social Media Engagement Seminar

Wow! We learned plenty at the OBMA Business Development Series seminar last month. Many thanks to Raglan Public House, Your Mama's Mug, and OB Services for providing a healthy and yummy breakfast and coffee. A huge thank you to The Ocean Beach Playhouse for the use of their incredible space at 4944 Newport Ave. Brown Marketing Strategies did an awesome job helping us put on the event. Local Thunder made their presentation about our interactive online directory that we are rolling out in a few weeks. At that time we'll provide you with more information. If you missed the presentation, we have extra copies and info at the office.

Just let us know if you would like further information about what we learned at the seminar.

Call Liz at the office at 619-224-4906.



May Meeting Schedule

All meetings at the OBMA office unless otherwise noted.

Fri.	May 3	8:30am	Promotion Committee
Tue.	May 7	8:30am	Design Committee
Wed.	May 8	8:30am	Finance Committee
Wed.	May 8	Noon	MAD Annual Meeting - ER Committee
Thurs.	May 9	Noon	Board Meeting
Sun	May 12	All Day	Mother's Day - don't forget!
Wed.	May 15	10am	OBREL meeting
Tue.	May 21	8:30am	Crime Prevention Committee, Te Mana Café, 4956 Voltaire St.
Thurs.	May 23	5:30pm-7:30pm	OBMA Sundowner - at Susan & Pat James, 4761 Niagara Ave. - see invite this page.

Intent to Run for OBMA Board of Directors forms

Forms are available if you would like to consider running for a board position at the Ocean Beach Mainstreet Association.

The requirements necessary to run for the Board of Directors are:

- Must be a member in good standing
- Served on one of OBMA's committees for at least one year
- Will have the time to devote to monthly board meetings, committees and special events.

Intent to Run forms are due in the OBMA office no later than **6-11-13**. Election ballots go out before July 1st and need to be returned by July 10, 2013.

There's nothing dull about Ocean Beach!

What's happening in OB:

Music As You Like It celebrates its 40th anniversary this month. Keith Danon started the company in 1973, and has produced over 26,000 events. They provide all types of entertainment for any type of event. Keith has been a member of the OBMA for many years, and always looks forward to the mixers and educational seminars. www.musicasyoulikeit.com. Congratulations to Keith and his staff for the great work over the past 40 years! **Music As You Like It, Ph: 619-223-5732, Fax: 619-226-4492** www.musicasyoulikeit.com



Great Sundowner at Pac Shores in March. The food was great from Surf Side Cuisine. Kariann, owner of **Pac Shores**, was the perfect host! Everyone had a wonderful time and it looks like we had over 80 people who signed in at the front table. It also looks like the salons



were hanging around together. That's what it's all about . . . getting to know your business neighbors.



Ocean Beach Planning Board elected Tom Gawronski as the new chair of the Planning Board and Pete Ruscitti as the vice chair. All elections were uncontested. Congratulations to Tom and Pete! Here's Tom's email: thomasgawronski@att.net

OB receives love from the **NY Time Travel Section** in their article about how to plan your 36 hours best on a trip to San Diego. "[Like its urban rival Los Angeles, San Diego is not so much a city as a loose collection of overlapping \(and sometimes colliding\) communities bound by arterial, life-giving freeways: it's a military town in Coronado; a surf town in funky, eclectic Ocean Beach;](#)" . . . Not only do they appreciate just how lucky we are to have a view of Sunset Cliffs, but they recognize us for all of our surf town funkiness and eclectic sensibilities. Pretty great!



Here is what's up for Cinco: Meet us at **The Blue Parrot** for the 7th annual tequila worm eating contest!! Come fill your gullet with worms for fun and Grand prizes for the winners!!! \$25 Prize for second best worm eater of the day too! Specials, valid all weekend, include: \$12 Pitchers of

House Margaritas and Dos XX Amber or Lager Draft beer. \$2.00 Tecate cans, \$3.00 Mexican Hummer shots, \$5.00 Hornitos Shots. 4993 Niagara Ave.

News from Ocean Beach Surf & Skate Our location at 5032 Niagara is easy. We will be offering Stand Up Paddleboarding as well as fitness training. Also, we are all unpacked at 4940. We have all of our surf and skate hard goods here and we begin all of our surf lessons at this location. Hey did you notice the new sign on the awning out front. **Ocean Beach Surf & Skate, Ocean Experience Surf School**, 4940 Newport Avenue, **shop: 619.225.0674, office: 619.225.2317, fax: 619.255.8047** | oceanexperience.net



The Venetian Italian Restaurant is fully remodeled and looks fantastic (I know, we had dinner there recently). They will be serving Sunday brunch in the very near future. Located at 3663 Voltaire St.. 619-223-8197.

Vignettes Presents: FLEA by the SEA! Storewide Sale & French Flea Market, Saturday, May 4th - 10:30 to 4:00 pm. Join the fun at Vignettes upcoming event, 'Flea by the Sea' that mixes spring cleaning and kicking off summer ~ into one amazing day at the beach! The entire shop will have major



sales going on, with significant mark-downs and special merchandise being brought in just for the day. "We're clearing the decks to prepare for summer" states owner Lori Chandler, "and in addition we'll be featuring a very exclusive group of vendors under tents at a French flea market in our back parking lot". Treasure hunters, bargain hunters and antique shoppers will have a field day at this shopping extravaganza

with the huge variety of choices and in addition, Point Loma Tea will have a tea bar set up with a variety of fruit- topped iced teas to try. Shopping at the beach just got alot more fun ~ Don't miss Flea by the Sea! 4828 Newport Avenue. 619-222-9244.

FROM RAGS TO BAGS: UPCYCLED T-SHIRTS MAKE DEBUT AT OCEAN BEACH FARMERS MARKET

OCEAN BEACH, CA—The Ocean Beach MainStreet Association (OBMA) and radio station KPRI have teamed up to "upcycle" old t-shirts into sustainable, reusable shopping bags. The fourth Wednesday of every month, during the Ocean Beach Farmers Market, attendees can drop off old t-shirts in exchange for a new KPRI t-shirt, as well as purchase upcycled shopping bags for \$5 each. The KPRI booth is located within the OB Farmers Market. 100% of the sales benefit the San Diego Surfrider Foundation. (Surfrider provided Ocean Beach with our silver colored ash cans a number of years ago.)



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Member & Community News

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OB Farmers Market questions: We've received a number of questions about the Farmers Market vendors and some merchants have asked if they can rent out the space in front of their stores for vendors to use. The answer is this - we have a permit that designates the exact area for the Farmers Market. We don't mind if you want to set up a table and sell your wares in your setback during the Farmers Market, but it isn't legal for you to let people set up and sell in front of your store. *It's important that we are all on the same page with this issue.* We carry the insurance for the Market and have to be accountable to the City, County and State for the event. If we have vendors in your storefront that haven't paid to participate, don't carry insurance and/or a business license - it is a risk for us (and for you) and we have no say about what they are selling. As we said, if it is your business setting up a table and showing your everyday product lines during the market in your setback, no problem, but it is a violation to have someone else doing business at your location. This is also true and a big problem if you allow any food vendors or plant sellers to sell along Newport Ave. in the 4900 block. We are a certified market which means we are allowed to sell produce and fruit unpackaged to the general public. It's important not to put our "certification" at any risk by breaking these rules. We have one of the most *notable, eclectic, and successful Farmers Markets in San Diego*, have been written up in national magazines and online articles, attracts visitors from around the world, and supports business marketing/promotions year round, public area refurbishing and maintenance of our murals. *It's a win win!* Thanks for your cooperation and understanding. *Your staff at OBMA*



OBCF Ocean Beach Community Foundation has a new phone number **619-269-4921**. OBCF is a 501c3 non-profit raising funds to improve the quality of life in the Ocean Beach community.


The Greater San Diego Vision 2013 Town Hall Schedule for 92107

In concert with the San Diego Foundation's Our Greater San Diego Vision, the Downtown San Diego Partnership has embarked on a planning vision: "Our Downtown." This effort will develop a vision, framework, and action plan to advance our downtown—and ultimately—the Greater San Diego Region. A vibrant, successful downtown contributes to the success of the Greater San Diego region. We know we need to plan responsibly for the future of our entire region—that's why we're looking to the citizens of "America's Finest City" to tell us how to do it.

Interactive Workshop Agenda Items:

- Our Greater San Diego Vision Update
- Preparing for the Future of San Diego
- Accommodating Expected Growth & Why Downtown Matters
- The Planning Process & Action Plan Moving Forward

San Diego is growing. Let's plan responsibly together! To reserve a space in this town hall, please contact Jared Emmitt at the Downtown San Diego Partnership at (619) 234-0201 or jemmitt@downtownsandiego.org. For more information about "Our Downtown" Vision, please visit www.downtownsandiego.org.

 **Thursday, June 6, 2013 - Ocean Beach**
Robb Field Recreation Center, 2525 Bacon Street,
Time: 5:30pm - 7:00pm



Welcome our New Members/changes

12 Birds – Pixel Perfect Multimedia

Patrick Green 334-319-1060 Patrick@12birds.com
Website Design, Video Creation, Multimedia Services

America West Bank

1350 Rosecrans St., San Diego, CA 92106 619-243-7900
Banks, Financial Services, Loans

Fitness Freely

David Bly 5032 Niagara Ave. 619-727-1672
fitnessfreely.com FitnessFreely@gmail.com
Categories: Fitness, Sporting goods/fitness, Physical Fitness

World Boxing

Luis Rodriguez 5032 Niagara Ave. 619-795-2587
worldboxingsd@yahoo.com
Sporting Goods/Fitness, Fitness, Physical Fitness

Pacific Western Bank

Maria Schaniel 1661 Rosecrans St., San Diego, CA 92106
619-221-4180 fax 619-224-9518
pacificwesternbank.com estafford@pacificwesternbank.com
Banks, Financial Services, Business Services

Loup Garou Cajun Spice

Marshall Michel PO Box 70105, San Diego, CA 92167
619-788-7373 cajuncateringsd.com
Catering

Wonderland Ocean Pub Opening soon

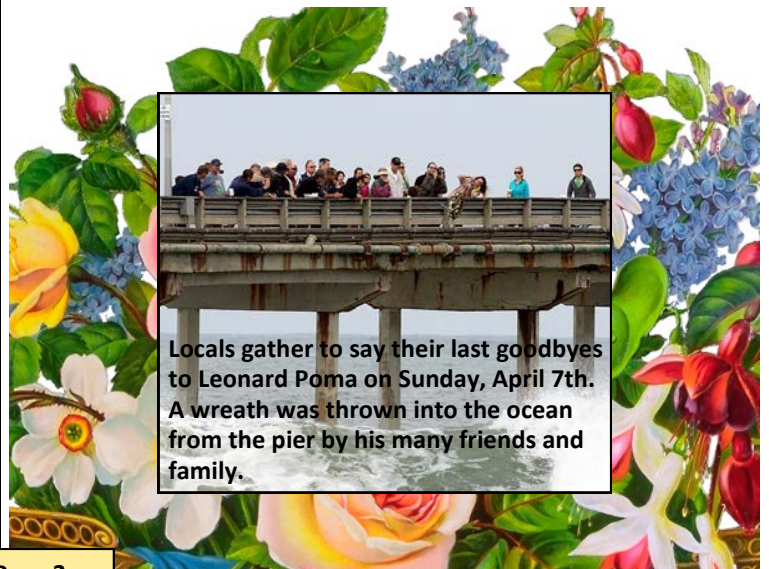
5083 Santa Monica Ave. Ste 2B 619-226-7437
info@wonderlandob.com www.wonderlandob.com
Craft Beers, Restaurants, Bars & Taverns

West Coast Handbags

619-405-8019
www.ETSY.com/shop/westcoasthandbags
Special Event Vendor

Mad Munch Grilled Cheezer Co.

619-540-2574
www.MadMunch.com madmuncheezers@gmail.com
Special Event Vendors





Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A

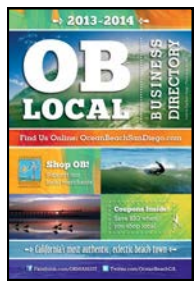
San Diego, CA 92107

619-224-4906, Fax 619-224-4976



www.OceanBeachSanDiego.com

Email: info@OceanBeachSanDiego.com



↑ Delivery this month!

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**Inserts: Pt. Loma Association
PLHS recycling**

Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!

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

Attention LOCAL MERCHANTS

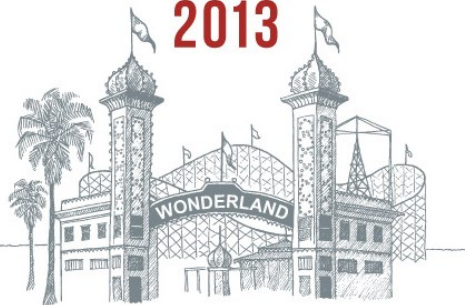
Be sure to fill out your Police Authorization form (letter of Agency), that you can access at: <http://www.sandiego.gov/police/pdf/letterofagency2.pdf>

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

OB STREET FAIR & CHILI COOKOFF Festival 2013



Celebrating the 100th Anniversary of
WONDERLAND

Sponsor Packages & Vendor Booth Spaces

20% discount for local OBMA members

Saturday June.22.2013

Call OBMA
619-224-4906 or
OceanBeachSanDiego.com
Vendor App is online or call
Clauda & speak to a human!



YOU'RE INVITED!

Find out what's happening in your neighborhood by attending the

Annual PLA Town Hall Meeting Wednesday, May 29 at the UPSES Hall

5:55-6:00: Welcome remarks by PLA board member Jana Mickova Will, including the introduction of event host and former PLA Chair, Tony Calabrese.

6:00-6:10: PLA annual business meeting including swearing in of new PLA Board of Directors by County Supervisor Ron Roberts and recognition of outgoing board members.

6:10-6:25: PLA's presentation of past and recent beautification projects, and a preview of potential future projects.

6:25-6:40: Councilmember Kevin Faulconer on District 2 issues.

6:40-6:55: Congressman Scott Peters presents local issues at the federal level.

6:55-7:05: Airport Authority Peggy Cooper's update on north airport development.

7:05-7:20: U.S. Border Patrol Agent Rubach talks about drug smuggling and maritime criminal activity along our coastline.

7:20-7:35: District 2 Bike & Pedestrian Advisory Committee member Nicole Burgess' vision for creating a bike and pedestrian friendly community, including improvements to Nimitz Boulevard.

7:35-7:50: Mayor Bob Filner discusses City-wide issues.

7:50-8:00: Military update by Captain Scott Adams.

8:00-8:30: PLA raffle awards and opportunity for guests to visit informational tables and ask questions of guest speakers.

www.pointlomaassociation.com

Help Us By

Donating

Your

Used Cell Phones

and

Empty Laser

and Inkjet Printer

Cartridges!

A Message from Our Coordinator

Help the Point Loma High School Pointer Association provide a "Green" Scholarship to a graduating Senior each June. For more info, call Pat Baker at (619) 223-9363.

Drop Off Locations

For empty cartridges and used cell phones.

OBMA, 1868 Bacon Street

This is an ongoing effort--save this flyer and recycle your items all year long.