OCEAN BEACH MAINSTREET ASSOCIATION

NOVEMBER 2026 NEWSLETTER

OBMA Annual Meeting

Thursday, November 12, 2026 @ Noon

In this Edition

Board of Directors & Team Members
OBMA Meetings & Welcome New Members
Member Workshop on November 5th
October Sundowner
OB Restaurant Walk
Community Mural Project
OB Directory Signage
City of San Diego El Nino Prep
Committee Goals

Save the Dates!

'TIS THE SEASON
OB
SHOP LOCAL
OCEAN BEACH

November 28th - December 23rd

Board of Directors

Our Mission

To promote and support local and economic vitality in the Ocean Beach Community.

Current Board of Directors

Carter Moss, President
Submerge

Mike Akey, 1st Vice President
Pacific View Real Estate

Craig Gerwig, 2nd Vice President
4864 Newport Avenue LLC

Kyle Jaworski, Secretary
The Jetty

Mike Stifano, Treasurer
Winstons

Barbara Iacometti
Wakefield Properties

Raquel Freischlag
Love Thy Neighborhood

Desiree Guillen
BK Printing & Official Ocean Beach

Matt Kalla
Matt Kalla Insurance Agency

Cindy Kimball
Details Salon & Spa

Ken Moss
Power Logic USA

Joella Peregoy
OB Business Center

Shawnn Silverman
Dirty Birds OB

Beth Wright
OB Barbershop

OBMA Team Members

Denny Knox, Executive Director
Tracy Wagner, Operation Manager
Kristen Keltenr, Event & Program Manager
Dayna Cornell, Office & FM Coordinator

Farmers Market Mgmt Team

Community Crops
David Klaman, Farmers Mareket Manager
Farmers Market Team • Richee & Tony

MAD Contractors & Contractors

Naturescape, Inc. • MAD
EcoClean Services • Power-Washing
Centric • PR & Marketing
Intrepid Network, Inc. • Multimedia
Kristin Forbes Creative • Social Media

Every Wednesday • 4PM - 8PM
4900 Block Newport Avenue

Board Meeting
Agendas & Minutes

OBMA Meeting Schedule & Welcome New Members

OBMA MEETING SCHEDULE

Hybrid meetins are held at the OBMA office and avaialable on zoom.

Clean, Safe & Beautificaiton
Tuesday, November 3, 2026 **@ noon**

Economic Vitality
No meeting in November

Promotion Commitee
Friday, November 6, 2026 @ 9:00AM @ 9:00AM

Finance Task Force
Wednesday, November 11, 2206 @ 1:00PM

Annual Meeting
Thursday, November 12, 2026 @ 12:00PM

Annual Report

Board of Directors
Thursday, November 12, 2026 @ 12:15PM

New OBMA Members

OB Curb Appeal

Isaac Darby
4967 Newport Ave., Ste 12-564
San Diego, CA 92107
619-215-4556
https://www.instagram.com/obcurbappeal

Category
Construction, Maintenance & Handyman

Reach out to OB Curb Appeal - ask about their daily cleaning for $35 per week!

OCEAN BEACH MAINSTREET ASSOCIATION

Member Workshop

Member Workshop!

Business Automation Workshop

Utilizing AI to automate your business and take back your time.
Work Smarter, Not Harder: Use AI to Take Back Your Time!

Thursday, November 5th | 12:00 PM
Tidal Swing AI
1874 Bacon Street

Discover how artificial intelligence (AI) can help streamline your business operations, eliminate repetitive tasks, and free up your valuable time.

Gary Strahle of Tidal Swing AI will use Its Raw Poke Shop as a real-world case study to demonstrate how AI can simplify everyday business operations.

Gary will then guide business owners and key team members through identifying the time-consuming busywork in their own businesses and exploring practical ways to automate those tasks.

Bring your ideas, challenges, and questions! You'll leave with a better understanding of how AI can work for your business, so you can spend less time on busywork and more time on what matters most.

Hosted by the Ocean Beach MainStreet Association Economic Vitality Committee.

RSVP Here

OCEAN BEACH MAINSTREET ASSOCIATION

OCEAN BEACH MAINSTREET ASSOCIATION

October Sundowner

It was a great time on Bacon Street at **Bluebird Play, Details Salon & Spa** and **Ocean Cypto** for the October Sundowner.

Delicous food from Bar 1502 Noodle House and desserts from Sourdough & Moore.

















No Sundowner in November.

Join us on Thursday, December 3rd at 5:30 for our Holiday Sundowner at Submerge on Newport Ave.

OB Restaurant Walk

A huge thank you on behalf of the OB Community Foundation for supporting the OB Restaurant Walk. This annual fundraiser benefits the OBCF's holiday initatives including the parade & food & toy drive.



Community Mural Project

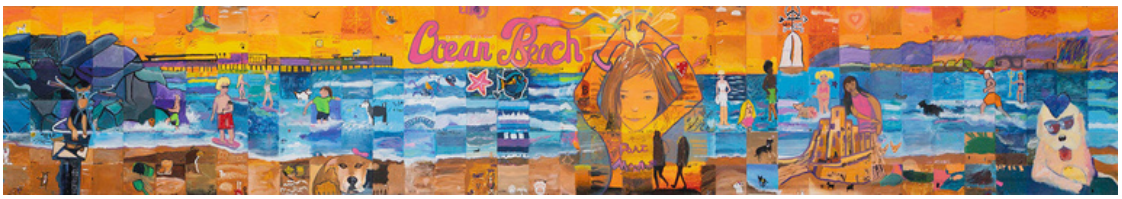
The Ocean Beach Community Mural Project was founded in 1999 by local artist and community activist Rich James to bring artists, families, businesses, and residents together through public art that celebrates the unique spirit of Ocean Beach. Since its inception, the project has grown into a cherished annual tradition, with community-created murals displayed throughout the neighborhood. Many thanks to Janis Ambriosani for carrying on this tradition.

At the OB Street Fair & Chili Cook-Off on June 27, 2026, community members of all ages helped create two new murals. The first commemorated America's 250th birthday, while the second, Enjoying Ocean Beach, celebrated the 2026 theme and the many things that make OB special. Participants painted individual squares that were assembled into larger murals, continuing a longstanding tradition of community collaboration, creativity, and beautification in Ocean Beach.

The two murals have been installed. Stop by and check them out!



Mural celebrating the United States of America's 250th Birthday
Location: Performance 360 Building on the back wall



Mural designed to highligh Enjoy Ocean Beach our organization's theme for 2026
Location: Newport Farms Building on Bacon Street







OCEAN BEACH MAINSTREET ASSOCIATION

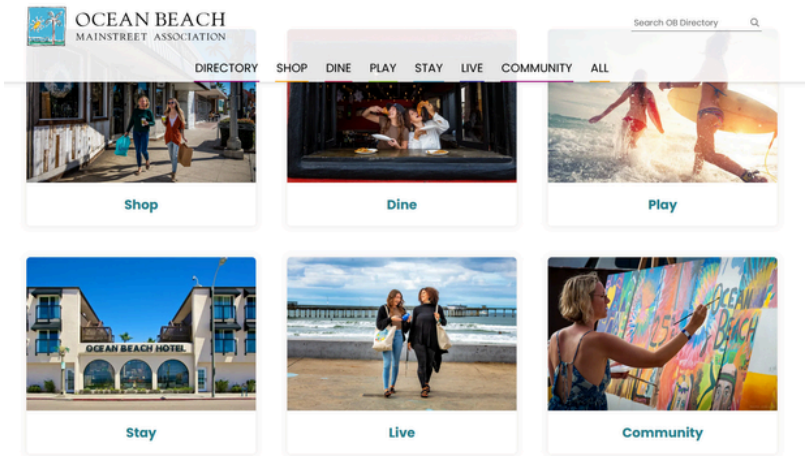
OB Directory Signage

The Ocean Beach MainStreet Association designed and installed 50 sets of OB Business Directory signs throughout Ocean Beach. These colorful signs feature QR codes that direct users to the online OB Business Directory.

OBMA maintains and replaces the signs as needed to ensure they remain accessible and in good condition.

To date, the QR codes have been scanned by 559 people, including visitors from across the United States and abroad.







OCEAN BEACH
MAINSTREET
ASSOCIATION

Is your Business Listing Up-To-Date?
If you need to update your business directory listing, reach out to Tracy Wagner.

Update Profile

City of San Diego
El Nino Preperation



City of SD

Committee Goals

OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community.

Goals & priorities for FY27

Clean, Safe & Beautification

- Rename the park currently known as Veterans Plaza
- Develop a project for a flagpole at the corner of Newport Avenue & Abbott Street
- Design and Install Historical plaque for Alert Bookstore
- Establish monthly graffiti abatement task force
- Explore and research a new tile project on a wall in downtown Ocean Beach
- Explore alternative solutions to assist businesses on in the MAD due to lack of sidewalk vending ordinance and enforcement
- Design and Install new banners along Newport Avenue & Sunset Cliffs Blvd.

Economic Vitality

- Review and launch new member onboarding procedures
- Host two Business Development Workshops this year
- Set up auto-renewal through credit card processing company for membership dues
- Draft membership referral program process and aspire to launch
- Develop and distribute annual member survey

Promotion

- Increase our digital marketing
- Promote updated OB Online Business Directory
- Create Shop Local OB event on Shop Small Saturday
- Create OB Holiday Gift Guide with Peninsula Beacon
- Design & market OBMA merchandise
- Design & market holiday ornament using artwork submitted through a contest
- Create Street Fair & Chili Cook-Off logo
- A responsive approach to the monthly OBMA member newsletter
- Video content with team members, committee chairs, and board members
- Promote community mural self-guided walking tour
- Create and implement storefront decorating contest

OBMA
Contact Us

Our office is open Monday - Friday • 10AM to 4PM

Visit us on Wednesdays at the OB Certified Farmers Market
Each Wednesday • 4PM-8PM

Visit in the office until 8PM on Wednesdays.



619-224-4906

1868 Bacon Street, Suite A
San Diego, CA 92107

wwwOceanBeachSanDiego.com