



# Ocean Beach Main Street Association APRIL 2006 NEWSLETTER

## BOARD OF DIRECTORS

- Scott Allgaier, President**  
Newport Avenue Antique Center
- Michael Akey, 1st Vice President**  
Pacific View Real Estate
- Julie Klein, 2nd Vice President**  
Julie Designs
- David Smedley, Treasurer**  
Smedley, Gallagher & Gee, LLP
- Nedia Bacon, Secretary**  
Theo's Restaurant
- Yvonne Cruz**  
Surfn Sea Wetsuits
- Gary Gilmore**  
Gary Gilmore Goldsmith
- Genoa Dickson**  
Ocean Beach Hotel
- Barbara Iacometti**  
Details Salon & Spa
- Heather Clarke**  
Union Bank
- Mark Schlesinger**  
Beach Area Tax Service
- Mike Stifano**  
Winston's
- Beth Turner**  
Jungle Java
- Cordelia Mendoza**  
Cottage Antiques
- STAFF:**
- Denise Knox, Executive Director**
- Claudia Jack, Associate Director**
- David Klamon & Community**

Check out the New T-Shirt Design for the 27th Annual OB Street Fair & Chili Cook-off on the back cover .

## COTTAGE ANTIQUES ... OUR PICK FOR



Photo by Garry Sullins From OBLife.com

## BUSINESS IMPROVEMENT DISTRICT "BUSINESS OF THE YEAR"

Now . . . **Cottage Antiques** will compete with 16 other Business Improvement District nominees for the coveted title of *BID Business of the Year!* Cottage Antiques is located at 4896 Newport Avenue.

Cordelia Mendoza, owner of **Cottage Antiques**, was chosen as our nominee for her work to improve and remodel her building on a very visible corner, for pioneering the establishment of an antique district in Ocean Beach (dating back to 1988) and for her strong involvement in our BID and other organizations in the Peninsula area.

Cordelia Mendoza chairs the OBMA Design Committee, works on the Promotion Committee and serves on the OBMA Board of Directors.

Congratulations to Cordelia Mendoza and **Cottage Antiques** for your nomination as our pick of the year!

## OBMA MARCH MEETING CALENDAR

- Mon. Apr. 3 6:00pm OB Street Fair meeting, OBMA Office
- Tue. Apr. 4 8:30am OBMA Design Committee, OBMA Office
- Fri. Apr. 7 8:00am OBMA Promo Committee, OBMA Office
- Wed. Apr. 12 8:30am OBMA Finance Committee, OBMA Office
- Wed. Apr. 12 Noon OBMA Economic Restructuring at OBMA Office
- Thur. Apr. 13 Noon OBMA Board of Directors Meeting
- Tue. Apr. 18 8:30am Crime Prevention Committee, Police Trailer

*Ocean Beach Farmers Market  
Every Wednesday from 4pm to 8pm*

## INSERT YOUR FLYER IN OUR NEXT ISSUE?

Supply us with 435 copies of your flyer and we will stuff them in our Newsletter for only \$40. The deadline is the 25th of the month before publication (April 25th for May Issue). Two inserts per issue and 1st come first served. *There are limits to the number of times you can put a flyer in the newsletter per year.*

**Call us & sign up today!**

Contact the OBMA office at 224-4906 for more information.

## General Committee Info: (check pg 1 for more info)

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

Meets as needed.

◆ **FINANCE COMMITTEE:**

Meets the Tuesday before the Board Meeting at 8:30 am.

OBMA Office. David Smedley, Chairperson

◆ **DESIGN COMMITTEE:**

Meets the first Tuesday of the month at 8:30 am

OBMA Office. Cordelia Mendoza, Chairperson

◆ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:00 am

OBMA Office. Nedie Bacon, Chairperson

◆ **ECONOMIC RESTRUCTURING:**

Meets the 2nd Wednesday of the month at 12 Noon

OBMA Office. Heather Clarke, 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

Graffiti Hotline is 525-8522 or local 226-8613



*If you would like  
to join one of our committees,  
please contact us at 224-4906.  
It is always more fun  
to be involved in your community!*



## OB FARMER'S MARKET WINTER HOURS!!!

The Farmer's Market is open every  
Wednesday from 4 pm to 7 pm.

### Membership Information:

All business owners within the Ocean Beach Business Improvement District boundaries automatically become members of the OBMA when they remit their business license fee. Associate Membership is available to other local businesses for an annual fee of \$70.00.

Member benefits include discounted comprehensive health care insurance rates, listings in multiple on-line and published business directories, co-op advertising opportunities, direct mail pieces and various promotional campaigns. The OBMA staff also facilitates your participation in the Façade Rebate Program, the Public Right of Way Program and the Unreinforced Masonry rehab project. They are also your vehicle to address any difficulties that arise in the district (signage, zoning, trash, safety, etc.).

Best of all, you are given the opportunity to participate in the many special events and community activities that help make Ocean Beach the exciting, vibrant community it is today. Stop by the office at 1868 Bacon Street, call or email us at [obbid@nethere.com](mailto:obbid@nethere.com) and we will be happy to assist you.

## Discover new ways to cut costs with an easy energy analysis

San Diego Gas & Electric® offers two free energy analysis options that can help you find new opportunities to save energy – and trim costs – at your business:

1. **The online Business Energy Analyzer at [www.sdge.com/analyzer](http://www.sdge.com/analyzer).** This is a quick way to receive energy-saving recommendations. Just take a few minutes to answer some simple questions about your facility's energy use, and SDG&E's online tool will do the rest – instantly.
2. **An on-site energy audit.** Call SDG&E's Energy Information Center at **1-800-644-6133** to schedule an appointment for an energy audit at your facility. During the walk-through, an SDG&E representative will evaluate your facility's equipment and energy use for potential
3. energy savings. A detailed report will then be mailed to you. The on-site analysis may be particularly helpful if you have old, inefficient or high-maintenance equipment, or if you are considering retrofits for your facility.

### Rebates and incentives available:

Whether you choose an online or on-site analysis, some of the resulting energy-efficiency recommendations may qualify for SDG&E rebates or incentives. SDG&E's 2006 programs include increased rebate amounts and more qualifying measures so it's easier to fit energy-efficient upgrades into your budget and reduce your monthly operating costs. For details about programs offered as part of SDG&E's commitment to providing regional energy solutions, visit [www.sdge.com/business](http://www.sdge.com/business) or call SDG&E's Energy Information Center at **1-800-644-6133**.

# MEMBER BUSINESS & EVENT ANNOUNCEMENTS

**If you want to publish a business announcement, please print out the form from our website or drop by the office.**

*Business announcements are free to our members and are an easy way to let others know about you and your particular business.*

**What kind of information will we publish?**

*Have you or your employees received a special award?*

*Are you having a big sale or anniversary.?*

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

*Have you recently remodeled?*

**TEAM PRO MARKETING**, as well as a Direct Mail Specialist, is your source for the latest in high quality, reasonably priced promotional products. No longer be inundated with catalogs of generic products—we will personally shop and build a catalog with industry specific items for you to choose from. For your business, fundraisers, awards, thank you gifts, bridal, party favors, or personalized apparel - Call us Today! We will work with you on product & price. Team Pro Marketing is located at 4135 Voltaire, Ste. B, San Diego, CA 92107. Call 619-269-5100 or email to Jan@TeamProMarketing.com

**BAND AT THE BEACH** has so much to offer. . . Music lessons for piano, flute, clarinet, saxophone, trumpet, trombone baritone, small merchandise (reeds, oil, grease), minor repairs including jammed mouthpiece removals. There is an Annual August band camp (Band at the Beach), Festival accompaniments and Honor Band as well as Festival Coaching. Please contact: Dell Schroeder at 619-222-3065. Her email address is mizdell@pacbell.net and their website is [www.bandatthebeach.org](http://www.bandatthebeach.org)

**Many Thanks to Councilman, Kevin Faulconer.** We asked him to have the palm trees trimmed along Newport Ave. He promised he would. In the last two days, the trees were trimmed by the City of San Diego. Way to go!

## WELCOME NEW OBMA MEMBER!!!

### Team Pro Marketing

4135 Voltaire, Suite B, San Diego, CA 92107  
619-269-5100 Jan@TeamProMarketing.com

### Smith Electrical Contractors

PO Box 7996, San Diego, CA 92167  
619-758-9829

## OBMA's New Marketing Slogan is a Hit!

Recently, members of the OBMA attended a terrific **Economic Development Workshop** that was hosted by the Business Improvement District Council. We received workbooks chock full of information that will become part of the Economic Restructuring Committee's work plan. We also received a special gift from one of our members. **Kelly Patri** (Bone Appetit!) with some help wrote the following marketing slogan for OBMA and we think it is perfect!

*Have you been to OB lately? . . .*

*Come to Ocean Beach and experience San Diego's eclectic, authentic California beach town.*

*A destination for fine antique and vintage shopping, casual beach-style or upscale dining, and unique local shops.*

*Stay the day in our open and relaxing atmosphere, encounter a distinctive downtown district just steps from the ocean, enjoy one of San Diego's finest and largest Farmer's Markets, experience the original Dog Beach, or stroll along our pier over the Pacific.*

*Ocean Beach . . . where the sun sets on San Diego. . . . Thanks Kelly!*

## CONGRATULATIONS OCEAN BEACH!

The recent **OB Community Workshop** was a great success. Many thanks to residents and merchants alike who took time to participate. A huge thank you to the Masonic Center for letting us hold the event in their facility.

We received a lot of good information from our City Councilman, Kevin Faulconer. He was happy to see the consensus building during the evening and was encouraged that Ocean Beach groups work so well together. The suggestion was made that we do one of these workshops a couple of times a year. We'll get back to you about a possible date for the next one!



## Don't get a Parking Ticket!!

Merchants **remember** to tell your customers about the 2 hour parking limit in the business district.

Also, the Farmers Market hours will change on April 5th to 4 pm - 8 pm.



## Have you explored the Small Business Advantage?

Every day, the U.S. Small Business Administration and its nationwide network of partners help millions of potential and current small business owners succeed.

Let SBA and our resource partners help you with loan guarantees, business counseling and training programs, surety bonding, and government contracting opportunities.

**SBA and its partners help with:**

- Starting Your Business
- Financing Your Business
- Growing Your Business
- Contracting Opportunities

Call (619) 557-7250

for information or visit us at  
[www.sba.gov/ca/sandiego](http://www.sba.gov/ca/sandiego)

U.S. Small Business Administration



All of SBA's programs and services are provided to the public on a non-discriminatory basis.

## 2006 SCORE

### Workshop Schedule

To register call **619-557-7272** or go to [www.score-sandiego.org](http://www.score-sandiego.org)



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: obbid@nethere.com

**27th Annual Ocean Beach Street Fair  
& Chili Cook-Off Festival**  
Saturday, June 24th, 2006  
**Vendor Applications**  
**OBMA Members get a 20% Discount**  
Applications available online at  
OceanBeachSanDiego.com OR OBStreetFair.com  
OR at the OBMA Office, 1868 Bacon Street, Suite A  
Please call 619-224-4906 for more information.

Ocean Beach MainStreet Association website is [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

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**AND THE WINNER IS . . .** →  
**ROGELIO HERNANDEZ**

Rogelio Hernandez has been living in San Diego for the past 15 years and moved to OB in the summer of 2004. When Rogelio was young, his favorite subject was his drawing class. He won a few contests but lost interest.

In 1995, he had the opportunity to use a graphic design computer program and he instantly knew that was his future. Thanks to his talent and skills, he has many clients in Mexico, the USA and Spain. Since 1996, Rogelio has worked as an independent freelance graphic artist.

In his leisure time, he is a surfer, kite boarder and paraglider pilot. He also was a professional skateboarder from 1986 to 1990. The OBMA Street Fair Committee is very happy to introduce his work by picking his design for the 27<sup>th</sup> Annual Ocean Beach Street Fair & Chili Cook-Off T-shirt.

*To see his portfolio, please take a look at [www.catovito.com](http://www.catovito.com)*

**WINNER OF THE 2006 27TH ANNUAL OCEAN BEACH STREET FAIR & CHILI COOK-OFF DESIGN**



**Ocean Beach  
MainStreet Association  
No General  
Meeting in April**