



Ocean Beach MainStreet Association

APRIL 2008 NEWSLETTER

BOARD OF DIRECTORS

Michael Akey, President
Pacific View Real Estate

Julie Klein, 1st Vice President
Julie Designs

Heather Clarke, 2nd Vice President
Union Bank

Cordelia Mendoza, Secretary
Cottage Antiques

Mike Stifano, Treasurer
Winston's

David Smedley
Smedley, Gallagher & Gee, LLP

Yvonne Cruz
Surf'n Sea Wetsuits

Gary Gilmore
Gary Gilmore Goldsmith

David Martin
Shades Oceanfront Bistro and
Crave's Cafe

Barbara Iacometti
Details Salon & Spa

Mark Schlesinger
Beach Area Tax Service

Beth Turner
Jungle Java

Craig Gerwig
Newport Avenue Antique Center

Kelly Patri
Bone Appetit Ocean Beach Pet Supply

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

Rebecca Saffran, Programs Manager

David Klamann & Community Crops,
Market Managers

PREMIER COFFEE TOWN

Among basic human needs, we have air, food, water, sleep, and coffee. Okay, I added the last one, but coffee lovers might agree finding a decent cup first thing in the morning (and maybe every 4 hours) is a basic human need.

So where to get that crucial cup? If you're standing on any street corner in Ocean Beach, the answer might be right in front of you. Seriously, our 120-page OB Local Business Directory lists 16 places to get that cup. To highlight just a few and in no particular order:

Café Bella – 4921 Newport and 4984 Voltaire. The Newport location offers wireless and later hours for those evening laptop sessions, while the Voltaire location features a drive-thru coffee cart.

High Grade Java – located on the corner of Voltaire and Cable, this drive-thru is also a mini convenience store. The girls are super-friendly, and you might pick up some Spanish or Portuguese along with your cup.

Jungle Java – 5047 Newport, the best place to pass a warm spring day. Bring a friend, or a book, or a laptop, or just enjoy the garden with your favorite Jungle Java creation.

Newbreak Coffee Co. – 1959 Abbott St. and 1830-D Sunset Cliffs Blvd. In addition to coffee, the Abbott location features an omelet bar every Sunday morning, where you can get an omelet made how you want.

OB Coffee Co. – 4864 Newport Ave. (inside Antique Center). "Although we don't keep regular coffee hours, the husbands get to relax with a cup of coffee and a newspaper while their wives shop," said owner Craig Gerwig. A win for everyone.

Pirate's Cove – 4949 Santa Monica Ave. (Apple Tree parking lot). This little cart offers the morning (and afternoon) crowd a wonderfully strong cup of French Roast coffee (or whatever you desire). Along with a punch card for the regulars, your cup comes topped with a chocolate-covered espresso bean.

Continued on Page 2

April Meeting Calendar

Meetings to be held in OBMA office unless otherwise noted.

Tue. April 1	8:30am	Design Committee
Fri. April 4	8:00am	Promotion Committee
Wed. April 9	8:30am	Finance Committee
Wed. April 9	Noon	Economic Restructuring Committee
Thur. April 10	Noon	OBMA Board Meeting
Tue. April 15	8:30am	Crime Prevention
		Call 224-4906 for location
Mon. April 21	8:30am	Clean OB Committee
		Newport Ave. Antique Center

CRAVE'S CAFÉ . . . IT'S A WINNER!

"We're striving to be healthful" says Dave Martin, owner of Craves Café located at 4953 Newport Avenue in Ocean Beach. Martin's restaurant serves an elaborate menu of healthy salads, starters, sandwiches, paninis, and lavashes. As well as delicious, healthy food, Craves has a new line of retail items with either a local, organic, or heartfelt cause at its core.

Martin has been in the restaurant business for 30 years but with Craves he decided to start his menu from scratch. He got "tired of fast food" so he uses whole grains, fresh vegetables and olive oil to create what he calls "the most emotional menu in Ocean Beach". When you order the "Joy" salad and the "Courage" sandwich, you understand the theme. The bread, cookies and sangria are all homemade. All of the food is packaged in paper, both washable for reuse and "blue bin friendly."

Continued on page 3

General Committee Info: (check pg1 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. Mike Stifano, Chairperson

◆ **DESIGN COMMITTEE:**

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

◆ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:00 am. OBMA Office. Cordelia Mendoza, 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!

Coffee . . . Continued from page 1

Starbucks – 4994 Newport Ave. It's everywhere, including our little town. For those who insist on their nonfat Venti Triple Chai, shaken not stirred, never fear...Starbucks is here.

Your Mama's Mug – 4967 Newport Ave. The connoisseurs who run this place have a passion for their coffee, and it shows. They love to answer questions and encourage coffee lovers to sniff their "candy jars" of whole bean coffees.

These are just a few options for wonderful OB coffee. I apologize to those not covered, but I invite readers to come taste this premier coffee town for themselves.

By Rebecca Saffran

Priscilla Ann Gates McCoy

1928—2008

We are sad to announce that Priscilla McCoy died on February 22nd in Sacramento, CA. Priscilla was an active member of the Ocean Beach community and served for many years on the OB Planning Board. She also volunteered for the Ocean Beach Main-Street Association's Economic Restructuring Committee (even after having suffered a stroke). Priscilla was very passionate about the history of Ocean Beach and worked with the OB Historical Society cataloging and preserving the unique beach cottages in our area. Her daughter, Laurie, wrote to us that "Priscilla's years in OB were truly her happiest." Our thoughts go out to Laurie and her family.

Newport Nights on April 26th, 2008 !
www.NewportNights.org

Go Green and Save Green with energy-saving programs and services from SDG&E

"Going Green" – it's more than a catch-phrase. Green is becoming a way of life. And businesses that are able to increase the energy efficiency of their operations are in a unique position to improve their bottom line – while helping our communities, the region and the environment. And because there are many ways to save energy, SDG&E® offers a number of tools and resources to help your business save energy, along with several demand-response programs to help reduce the region's demand for electricity during critical times. Here are just a few examples of the many energy-saving opportunities available:

- Start with Energy Challenger and Energy Waves, SDG&E's online survey and energy monitoring tool designed to show you where you're using energy and suggest ways you can save.
- Request a free, on-site technical assessment to identify demand-response opportunities at your facility. Available technology incentives may offset up to 100% of the costs of qualifying equipment or upgrades.
- Gain energy savings, financial incentives and public recognition for helping the community by participating in SDG&E demand-response programs. Choose from a number of demand-response programs with a variety of load reduction options and incentives available to meet your needs.
- Attend a free SDG&E workshops on a variety of topics, including energy-efficiency management and technologies.

To learn more about energy-saving opportunities for your business, call SDG&E at 1-800-644-6133 or visit www.sdge.com/esc.

These programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission.

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website 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 having a big sale or anniversary.

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

Joan Simoneaux of **Simoneaux Office Services (S.O.S.)** is celebrating her 21st year in business in Ocean Beach. She recently had to relocate her office and is now at 4876 Santa Monica Ave. (in the same building as Copy Hut Plus and Saffran Packaging Company). Simoneaux earned a Paralegal Certificate from USD several years ago and can assist you with legal documents, business letters, mailing lists, etc. Simoneaux is also a Notary Public. Her phone number is 619-223-5907.

Meditation and Mindfulness Classes and Supplies. **Dharma Center** now offers meditation cushions, benches and inspirational lectures and music for sale before and after each class! Dharma Center is a volunteer based organization providing meditation classes to the public. On Mondays at 7pm, Shelley offers Meditation and Movement, and on Saturdays at 11:30am join Jenna for Seated Meditation. Thanks to our members, tuition is only \$5. New students: Your first week is free! Visit www.dharmacenter.com or call 858-616-6308 for more information, including Lynne's monthly classes and her new workshop, Zen Parenting. Discover the joy of meditation at 5059 Newport Ave., Suite 303.

Bone Appetit Cat & Kitten Rescue Adoption Center at 4845 Newport Avenue is looking for VOLUNTEERS for:

- Transportation to/from Shelter, Veterinarian, Adoption Center.
- Foster Cats & Kittens in your home until they are ready for adoption (prior experience preferred).
- Clean Cat & Kitten Cages at our Adoption Center—mornings. Inquire at Bone Appetit. 619-226-6250.

Tax-Deductible Donations Are Appreciated – It's Cat & Kitten Season! Make Checks Payable to: Bone Appetit Cat & Kitten Rescue 4845 Newport Avenue, San Diego, CA 92107.

Bone Appetit Ocean Beach Pet Supply is NOW HIRING. Part time sales associate with prior retail experience preferred. Must love animals. Hours are flexible. \$8 to \$9 per hour. Please inquire at Bone Appetit, 4845 Newport Ave. 619-226-6250.

Lighthouse Ice Cream at 5059 Newport Ave. is having a fundraiser on April 8th from 2 to 4pm. 50% of proceeds going to help Australian Robert Schneider who was hurt in OB over three weeks ago.



Ocean Beach Farmers Market

Every Wednesday
4pm to 8pm

Fresh vegetables, fruit, flowers,

jams and jelly, plus fresh baked goods not to mention all the other fun things at the OB Farmers Market!

Welcome New OBMA Member

Bill Canales Full Circle Tattoo

4861 Newport Ave.

619-226-6575

Tattoo Parlor



Great Fun

at the OBMA Mixer at Nick's at the Pier in February.

Mayor Sanders dropped by and enjoyed himself along with about

70 others. If you would like to host a mixer, please give us a call at 619-224-4906.

Many thanks to Kevin & his staff at Nick's!



Crave's Café . . . Continued from page 1

In addition to offering food, Craves has a small retail line that includes organic mints and candies, locally made Jackie's Jams, and hand packaged items from the Women's Bean Project. The Women's Bean Project is a socially conscious organization that strives to break the cycle of chronic unemployment and poverty by offering job readiness training and developing employment skills for women who need training to enter the traditional work force. These women are learning the basic skills needed to support themselves and their families. Women's Bean Project items include soup, cornbread & dip mixes, spice rubs, and teas. Each item has a tag signed by the woman who packaged it.

Not only does Craves support the environment and local manufacturers, the restaurant also supports local events such as the upcoming Newport Nights event scheduled for Saturday, March 29th. Their featured artist is Pt. Loma resident Patrick Kennedy, the self-proclaimed "neo constructivist", whose work is currently displayed on the east and west walls of the dining room.

Although the menu certainly has that healthy, hippy, Ocean Beach feel, the portions at Craves are surprisingly large and filling. Even if you're the type that craves a greasy burger on occasion, you won't feel like you are skimping to be healthy at Craves. "If you want to get fat and get a coronary, then go to Shades", says Dave Martin. (Martin also owns Shades Oceanfront Bistro located on Santa Monica Ave.) Crave's phone number is 619-225-9404.

By Mark & Alex Chrisman



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

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

What's Inside this Edition?

Meeting Calendar	1
Premier Coffee Town	1
Crave's Café	1
Membership/Committee Info	2
Priscilla McCoy	2
Go Green and Save from SDGE	2
Farmers Market	3
Nick's at the Pier Mixer	3
Member Announcements	3
New OBMA Members	3
Antique Sale	4
OB Street Fair	4
More Recycling Info	4
Insert: Ocean Villa	
Sunset Cliffs Body Therapies	

OceanBeachSanDiego.com



**OCEAN BEACH
ANTIQUÉ DISTRICT'S HUGE
SPRING CLEANING SALES
EVENT!**

**Sat. April 5th & Sun. April 6th
10am until 6pm
All weekend long until it's gone!
4800 & 4900 Blocks of Newport Avenue
In the Heart of Ocean Beach**

MORE RECYCLING INFORMATION

Those coffee cups and egg cartons that look like Styrofoam are recyclable! Polystyrene is insulating foam consisting of "a fraction of a percent the nation's natural gas and petroleum", according to the EPA in "Municipal Solid Waste Generation, Recycling, and Disposal in the United States Facts and Figures for 2003". While the City of San Diego won't accept them, polystyrene coffee cups and egg cartons can be mailed to: Dolco Packaging, 2300 Raymer Ave., Fullerton, CA 92833 Remember these materials are lightweight so it would only cost an envelope and maybe a couple stamps. Also please make sure they are clean. Don't forget! Take those pesky peanuts (also polystyrene) or other packing materials to Saf-fran Packaging on Santa Monica Ave. For more information about polystyrene visit www.polystyrene.org (Special thanks to Bob Tinney, of Your Mama's Mug, for the information.)

**Interested in being in the
OB Street Fair
& Chili Cook-Off Festival
on Saturday
June 28th, 2008?
Call OBMA at 224-4906 OR
go to www.OBStreetFair.com**