



# Ocean Beach MainStreet Association APRIL 2011 NEWSLETTER



## **BOARD OF DIRECTORS**

- Michael Akey, President**  
Pacific View Real Estate
- Julie Klein, 1st Vice President**  
Julie Designs
- Barbara Iacometti, 2nd Vice President**  
Details SalonSpa
- Mike Stifano, Treasurer**  
Winston's
- Yvonne Cruz, Secretary**  
Surf'n Sea Wetsuits
- David Smedley**  
Smedley, Gallagher & Gee, LLP
- Gary Gilmore**  
Gary Gilmore GOLDSMITH
- Dave Martin**  
Shades Oceanfront Bistro
- Mark Schlesinger**  
Beach Area Tax Service
- Craig Gerwig**  
Newport Avenue Antique Center
- Kelly Patri**  
Bone Appetit Ocean Beach Pet Supply
- Mary Orem**  
Morland Apts. LLC

## **STAFF:**

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Liz Greene, Creative Director**

## **Farmers Market Staff:**

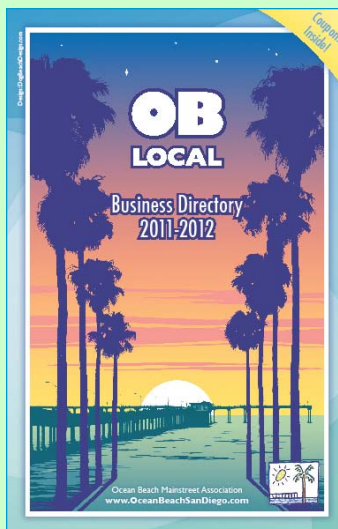
- David Klamon & Community Crops, Market Managers**
- Brian, Angel, and Chris**



## **April Meeting Calendar**

Fri. Apr 1	8:30am	Promo Committee
Mon. Apr 4	6pm	Street Fair Meeting
Tue. Apr 5	8:30am	Design Committee
Tue. Apr 5	2pm	OBREL Meeting
Wed. Apr. 13	8:30am	Finance Committee
Wed. Apr. 13	Noon	ER Committee
Thurs. Apr. 14	Noon	OBMA Board Meeting
Tues. Apr. 19	8:30am	Crime Prevention Comm

All meetings at the OBMA office unless otherwise noted.



**2011-2012  
OB Local  
Business  
Directory!**

**COMING  
SOON  
TO YOUR  
DOORSTEP**

## **James Gang Graphics**



**will be closing its doors unless . . .**

*a letter from Susan and Pat James . . .*

For the last 35 years, we have been privileged to be in business in Ocean Beach. We love this town, the community, our employees and the wonderful customers who have patronized **James Gang**. The memories far outweigh the challenges of these economic times. That said, we have decided to make a change. We are looking for a buyer or buyers, with the energy, vision and working capital to take the **James Gang** "brand" to a new level. This is a very viable business, with huge potential, for the right person or group.

*If you would like any additional information please call!*

**Pat & Susan James, James Gang Graphics**  
619-225-1753 or cell 619-481-7897

## **Cottage Antiques goes only Online!**

Cottage Antiques owner **Cordelia Mendoza** is taking her business exclusively online including her website and auction sites. Effective April 1, **Southern Accents** (new owner) will be opening in the same location. Cottage Antiques has been in OB since 1988. Cordelia is also retiring from the OBMA Board of Directors after 7 years of excellent service to our organization. "Cordelia has always stepped up to the plate and volunteered to chair committees, worked on projects and helped with crafting the future for the OBMA," said Denny Knox, Executive Director of OBMA. "It will certainly be difficult to replace her. Under her direction, the OBMA Promotion Committee has flourished and produced ad campaigns, business directories and redefined/redesigned the OBMA website." President Mike Akey said "Cordelia's knowledge of web based promotion and marketing has been invaluable to the community." *The OBMA Board, Promo Committee and members all wish Cordelia continued success in everything she does and a huge thank you for making sure a great business replaces one that is leaving!*

## 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! Music and sheer enjoyment abound!



**STREET FAIR VOLUNTEERS!** We're looking for 5 or 6 strong people (with a sense of humor) to help with logistics at the OB Street Fair - from 4:30am-7:30am, from 3pm-4pm, and from 7:30pm-9:00pm. Please call the office at 619-224-4906 and ask for Liz or Claudia. You can email too at [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com)

## GIVE YOUR COMMUNITY A REASON TO SHOP LOCAL!

"Let's transform your community into a retail destination, draw traffic and encourage sales." NOTE: If your merchants are not moving forward, it means they're standing still, and that is not a healthy competitive position. Let's aim to improve the economic health of your neighborhoods, your localities and your shopping corridors.

**Shopping local creates jobs.** Shops in your town create local employment and self-employment. These people in turn spend in the local economy.

**Local independent shops invest more in your communities.** Local businesses are proportionally more generous in their support of local charities, schools, and community events. So supporting local shops means a financial contribution to your community.

**Local shops sell great products at affordable prices.** Some people get out of the habit of shopping locally and are then surprised by the range of products available.

**Shopping locally saves you time and money.** You travel less, saving on time and fuel.

**Shopping locally retains your communities.** People don't like losing shops and services in small towns but don't equate this with how they spend their money.

**Shopping locally retains your distinctiveness.** Independent shops create distinctive shopping experiences and stock different products. Local businesses respond more quickly to the needs of local customers, stocking products to meet changing population needs.

**Shopping locally saves the environment.** Local shops often stock a high

**General Committee Info: See Calendar pg 1.**

◆ **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 8:30 am OBMA Office. Josh Utley, Chairperson

◆ **OBREL:**  
Meets the first Tuesday of the month at 2pm, OBMA office Dave Martin & Kevin Alsobrook, Chairpersons

◆ **ECONOMIC RESTRUCTURING:**  
Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Mary Orem, Chairperson

◆ **CRIME PREVENTION COMMITTEE:**  
is an Economic Restructuring subcommittee.  
Meets the 3rd Tuesday of the month at 8:30am.  
Julie Klein, Chairperson

*Join one of our committees - Call 619-224-4906*



percentage of locally sourced goods that do not require long-distance transportation, helping to reduce our global footprint.

**Shopping locally saves the environment.** Local shops often stock a high percentage of locally sourced goods that do not require long-distance transportation, helping to reduce our global footprint.

**Local shops are for everyone.** Most people can get to their local shops easily. This is especially important for the elderly, young people and others who rely on public transportation.

**Local shops value you more.** Evidence from numerous surveys show people receive better customer care and service locally. These businesses survive by their reputation and repeat business, which means you get a higher standard of service.

**Shopping local saves services.** Private and public sector services cluster around shops. As shops disappear so do hairdressers, banks, restaurants and other businesses.

**Consumers can pledge to Think, Shop, Buy, Local and commit to patronizing businesses near where they live and work.** Local stores employ your neighbors, pay taxes that support your schools and improve your roads, and contribute to local non-profit groups. Together we can strengthen relationships that improve our quality of life. **So next time before you make a purchase, Think, Shop, Buy, Local.**" This article is by Barbara Wold, International Speaker, Author and Business Strategist, Global Retail & Consumer Expert. *Follow her* on twitter <http://twitter.com/ConnectWithHer> on LinkedIn: <http://www.linkedin.com/in/barbarawold>



## OB Street Fair & Chili Cook-Off Festival?

Local OBMA members  
get a 20% discount  
On booth Rentals

*Applications now available online*

OB Street Fair & Chili Cook-Off on June 25, 2011

**OceanBeachSanDiego.com**

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## Sunset Cliffs Trunk Sewer Line

The City presented to the OB Planning Board on March 2 at 6pm at the OB Rec Center a plan to continue work on the Sewer Line over the summer. The Planning Board voted on a recommendation to have the City work all the way to Sunset Cliffs Blvd. and then close down for the summer months and finish the project starting again in September (closed from Del Mar Ave. to Pt. Loma Ave.) Traffic will be re-routed to Ebers St. Questions? Give us a call at 619-224-4906 OR email [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com).

# 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 having a big sale or anniversary?  
Are you changing your hours or adding a new product line?

Cordelia and Bob Mendoza of **Cottage Antiques** Shine in Summer Issue of Cottage StyleCottage. Style Magazine Highlights Unique Style of Local Shop Owner. After a recent photo shoot, Cordelia was pleasantly surprised to see the article on her home in the current issue of Cottage Style, "Prettiest Cottages, New York to California." Cordelia and her husband Bob have spent years renovating their 1936 cottage while working to preserve it's heritage and original charm. "My decorating style is very unique" says Cordelia, "incorporating antiques into a home is a perfect way to recycle, reuse and reclaim." (please see front page of Newsletter for more info about Cottage Antiques & Cordelia).



"Rockin' Rebels and American Bombshells!" With a Featured Spotlight on: Lucky 13 Apparel - [www.facebook.com/Lucky13Apparel](http://www.facebook.com/Lucky13Apparel)  
\* The Caburlesque Kittens - [www.caburlesquekittens.com](http://www.caburlesquekittens.com) \* Lady



Borgia - Face of Temptress and The Dangerous Beauty of Burlesque \* Cuties for a Cause - [www.facebook.com/cutiesforacause](http://www.facebook.com/cutiesforacause) \* Spotless Digital Productions - Ocean Beach, CA. **Temptress Fashion** cordially invites you to our upcoming fashion show. . . Featuring our favorite styles this upcoming season for men and women from Lucky 13 more! Drawings for Fabulous Swag GALORE and MORE!

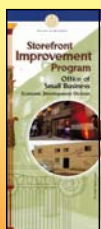
Special Guest Host: Ophelia Kitty of the Caburlesque Kittens. Live Music with The Lady Luck Revue featuring Grammy Award Winning Blues "Fuzzy" Rankins from Fuzzy and The Bluesmen! Burlesque Performance from Face of Temptress, Lady Borgia! Mark your calendars and if you RSVP on FB = you are an instant VIP = A Temptress VIP Goody Bag (whiles supplies last). **Temptress**, 1918 Bacon St. 619-224-2284.

## Something to ponder when you spend \$100 . . .

Spend \$100 on-line, \$0 is returned to your community.  
Invest in your locally owned businesses and keep your money in town!

## STOREFRONT IMPROVEMENT PROGRAM

Do you want to give your building a face lift for the new year?



As a business owner and/or property owner, you could be eligible for the **Storefront Improvement Program**. This program offers 1/3rd of your costs for improving your storefront up to \$5,000. If your renovation costs \$15,000, you could receive a \$5,000 grant which only leaves you \$10,000 as a net cost. 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.

## WELCOME NEW MEMBERS

### Chris' Liquor & Deli

2275 Sunset Cliffs Blvd 619-222-0518  
Deli and Liquor Store

### Epic Catering

619-223-8200

Epiccatering.com epiclisa@yahoo.com  
Catering

### Green Visions Event

702-742-6695 alamodecitydeep@gmail.com  
Event Planning

### OB Delivery Service

619-621-1002 OBDelivery.net Info@obdelivery.net  
Delivery, Business Services, Couriers

### S.D. BIG Fundraising

619-221-0268 SanDiegoBIG.org Hollisterlisa@yahoo.com  
Fundraising

### Liberty Merchant Solutions

Has moved from their previous location  
888-884-2601/619-987-3771 Libertymerchantsolutions.com  
Credit Card Processing

### Wahoo's Fish Taco

3944 W. Pt. Loma Blvd. #A, 92110 Wahoos.com  
619-222-0020  
Restaurant

## Beach Cleanup April 30th

We have the Creek to Bay Beach Cleanup on April 30 at Ocean Beach Pier from 9 to 12. I Love A Clean San Diego coordinates over 60 beach cleanup sites countywide. We like to emphasize that people BYOB--Bring Your Own Reusable Bag, Bucket, Bottle and Gloves. We will have supplies on hand, but volunteers should bring their own work gloves, reusable bag/bucket and/or reusable water bottle.

Visit [www.creektobay.org](http://www.creektobay.org) for more information.

With all the talk about WalMart we thought you might find this interesting . . . **WalMart plans to add hundreds of smaller stores in next three years in urban neighborhoods and rural downtowns.**

According to Chain Store News, WalMart Stores announced that it would open "hundreds" of smaller-format stores over the next three years. According to Bill Simon, president and CEO of WalMart U.S., . . . it planned to open 30 to 40 smaller units this year in rural and urban areas and that there were "thousands" of potential sites in the U.S. Earlier, WalMart announced it would build its first three smaller-format Express stores, the first of which is slated to open on Chicago's South Side this summer. The new stores will include mid-sized Neighborhood Market locations of 30,000-60,000 sq. ft. and the rest will be smaller. The Neighborhood Market concept will be re-named "Walmart Market." Simon said the retailer will introduce more stores on university campuses, and that "there are hundreds, if not thousands of opportunities in the U.S." for the smaller-format stores. *Info supplied by Doug Loescher, Director, National Trust Main Street Center*



**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



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Small Business Enhancement Program



# OceanBeachSanDiego.com



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**Inserts:** Maxoto  
Pt. Loma United Methodist Church

To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906. Check out the inserts in this newsletter



### FOLLOW US . . . .

**Twitter:**

<http://twitter.com/OceanBeachCA>

**Facebook:**

<http://facebook.com/obma92107>

# O.B. BEACH BALL

**Vendor Applications available now!**

**We have a few spaces left . . .**

Check it out on our website: [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

**Saturday, May 21, 2011**

*Another fantastic event in Ocean Beach!  
Beer Garden (21 & up), Games on the Beach, Music, Human Haulin', Tug of War, Mechanical Bull . . . Make plans today!*

# It's our anniversary!



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**AUTO SERVICE**



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- ✓ Professional recommendations on all your vehicle's needs.
- ✓ Free loaner car.
- ✓ Free WIFI and coffee while you wait.

Check us out next time your vehicle needs work!

We are open **EVERDAY**

Mon-Sat: 8-6. Sun: 9-5

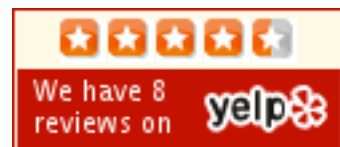
**1869 Cable St, OB 92107    619-916-3737**



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Automotive Service Excellence



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# JOIN OUR CELEBRATION OF EASTER

At The  
Point Loma United Methodist Church  
With Music & Fellowship

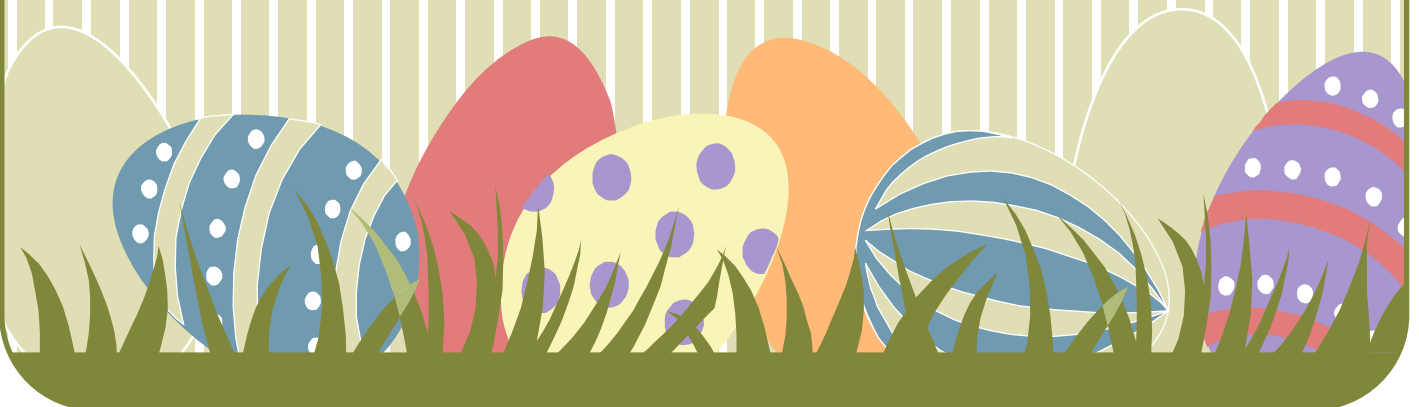


Sunday, April 24, 2011  
**10:30 A.M.**

EASTER IS THE SPRINGTIME HOLYDAY  
MARKING THE REBIRTH OF JESUS  
*AND*  
THE RENEWAL OF THE CHRISTIAN FAITH.

POINT LOMA UNITED METHODIST CHURCH  
1984 Sunset Cliffs Boulevard  
San Diego, CA 92107

(619) 224-2995



Join with a fellowship of churches in Ocean Beach for a Good Friday Service that includes carrying the cross to several churches along Sunset Cliffs Boulevard between Santa Monica Ave. and Brighton Ave. Meet us at Sacred Heart Catholic Church at 1:00 p.m. on April 22<sup>nd</sup>.



**OR join us at Point Loma United Methodist Church for a unique  
Candlelight Good Friday Service experience at 7:00 p.m.**

**1984 Sunset Cliffs Boulevard, 619-224-2995**